

The Secret Chronicles of Network Marketing

**The Ultimate Source to Understanding
How to Launch a Direct Selling Business
Without All the HYPE**

Volume I

How to Survive & Thriving in Business

by

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The Secret Chronicles of MLM:

The Ultimate Source to Understanding Direct Selling Without All The Hype

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The Shocking Network Marketing TRUTH!

If you're reading this Chronicle, let me first congratulate you. If you're a newcomer to the world of owning a Home business or Network Marketing/MLM, then let me thank you for allowing me to impart my 30 plus years of experience in this profession to help you in taking the first step into this epic adventure.

My intention in writing this series of Chronicles is to help provide you with general information which will apply to any company whether it is offline or online and regardless of its marketing/compensation plan, product, team, or country. So what is the "shocking truth" you are waiting for me to share? **It's the fact that over 80% of network marketers operate their business as a hobby to fulfill their personal desires and pleasures, and not as a real business venture!** (2011 DSA "Direct Selling Association" Numbers)

TROY'S DEEP SOUTH PUBLISHING

*Before you read any further, I want you to take a good long look in the mirror and make a decision: **Do you really want to launch a business** or are you just looking for an expensive tax write off?*

If you are still reading, I will assume you are totally committed to changing your life and those you come in contact with and are ready to put into place a rock solid strategy plan.

Everyone joins the direct selling profession for different reasons. Some want to replace their current careers; others just need to earn some extra income to pay off debt, send the kids to private school, or to help their aging parents. Some just join to get the product or service for wholesale. Whatever your reason, if you stay focused on your ultimate objective, you will achieve it.

I see countless of mission driven people launch a network marketing career uninformed and unprepared. When they run into business issues and situations which cause their business to falter and stagnate, they usually put the blame on the direct sales company, the team or even the network marketing community itself!

Even if you have been involved in other network marketing businesses for a while, the information you are about to read is invaluable because it might teach you things you have never heard before, or might have forgotten, and it will definitely be information to help your downline.

Let's get started on YOUR New Epic Adventure...

The Purpose Of This Chronicle?

The purpose for this Chronicle is to give everyone who reads and applies the strategies, a proven, predictable process to gain the level of success they desire.

In fact, if you are not going to be committed to your own success, you might as well just forget about the whole home-based business deal in the first place.

My goal is not just to teach you how to choose the right network marketing business for YOU! But also how to become a student of this great profession so you will **receive benefits** from every opportunity in which you invest your time, talent, heart, and money.

Although, the strategies I share are completely generic and neutral. And I'm not endorsing my company over any other, I can assure you that everything you learn in this Home-based Chronicle will help you, and your team, take your home-based business to a whole new level of success and achievement.

I don't personally know your **reasons for launching your network marketing career**, but, statistics tell me that you did it for one of the following four reasons:

Most Common Reasons for Launching a Network Marketing Career

- Make money
- Save money on products
- Meet new people
- Growth and development

TROY'S

TRUTH

You do need to face the cold hard reality, that if you are not going to use some type of strategy, you will fail! Calling yourself an Independent Business Owner, is the easy part, having others call you a “Successful Independent Business Owner” is the hard part.

Making Money

Money Making Goals

- Looking for good part-time income
- Building a long term financial security, with money coming in for life
- Investing the money you earn in other business or investment opportunities

Ok, let's get back on topic. Some people are WELL-TRAINED salespeople. They have built relationships with their clients, customers and all sorts of people over the years. People trust what they say and will trust whatever they are selling. They may sell the product itself (sometimes, in large quantities), or they may sell the dream of financial freedom that the opportunity offers (the money making part of it) or both. Are YOU this kind of person? If so, you will probably earn money faster than some in your organization or on your team because they have not yet built to your confidence level. It will be part of your responsibility to mentor them into becoming more confident in their own abilities.

TROY'S

RECURSIVE

If you are one of those people looking for fast money because of all the hype you have heard or read on the Internet, then this is not the information you are looking for.

TROY'S

RECURSIVE

*Fast money is not impossible, but it COULD be for the short term only. **Consider the facts that 80-90% of people in the world are NOT created for sales.** If a salesperson sponsors a non-salesperson, then duplication will cease!*

Remember, you are not "selling" just the product or service. You are selling the opportunity for a person to achieve their desired dreams and goals. The marketing company is just the vehicle you and your team are using to generate the cash flow to reach those dreams. So let the company hire great sales people in the corporate office.

TROY'S HEART

Your job is to attract people with the ‘heart to be somebody!’ People who are so sick and tired of living paycheck to paycheck and who are willing to step outside their comfort zone to grow personally! Launching a network marketing business is as much or more about personal development as it is about financial gain.

When you attract a “**Person With Heart**” instead of a professional salesperson on your team, then you will see your numbers start to go through the roof, and people will not only get on autoship they will stay on autoship because they know they have a chance to change their future by earning a great part-time income month in and month out.

The next type of money is the long term type.

When I define long term, it does not mean you might not see money right away. It differs from company to company. However, as a general rule, it involves **Building a Network or what is also known as a Personal Marketing/Sales Organization.**

The key to growing a large organization, as quoted by Zig Ziglar, *“You will get whatever you want in life, when you help enough other people get what they want in life.”* In other words, if you will focus on adding value to your team, customers, clients and anyone else who connects with you and your company, you are on the road to creating home-based Financial Freedom for both you and others.

TROY'S HEART

The key to financial success in a network marketing business is not found in the financial transaction but in building trusting relationships, by helping others reach their desired outcomes.

There is one more category of people who ‘invests’ in launching a network marketing businesses. These people are not interested in building and keeping their business but rather investing in the position and watching the appreciation of their ‘assets’ grow. Once the position is very profitable, they hope someone else (maybe the company) will want to **purchase the account or distributorship.**

Saving Money on Products

Bottom Line Fact...

Retailing of a product/service is the lifeblood of the professional networker. Yes, I know that someone has told you "Recruiting is the Lifeblood of your business!" They are right also! Now I bet you are confused!

TROY'S

RECUR

Here's the deal. Lack of (or even non-existing) retailing WILL be harmful to you, your organization and the company. If retail product is not moving to the end client or consumer, then you are not partnered with a home-based business, you are partnered with a pyramid scam!

If you remember early on, I mentioned that over 80% in this great profession are earning a part-time income. The reason why, is their main objective is saving money on the products or services they market. This is one of the most wonderful key features of joining a direct selling company if building a marketing/sales organization is not your forte.

In some specific compensation plans, monthly purchases of the products beyond your auto-ship allow you receive additional rebates or bonuses; which in today's economy can really add up to big savings. In essence, the more you buy, the cheaper it becomes. This becomes an even greater pleasure if you are totally in love with the products or you have already set aside a budget for those products (which means you are now buying from the direct selling company instead of buying from the supermarket, pharmacy, grocery store, etc.)

There are some important aspects to consider. If the company requires you to purchase the products in bulk (hence the term – frontloading), is there a **DEMOTION** in your achieved position in the company, is there **MAINTAINANCE** required, or how much are the renewal fees for membership. All these will be further discussed in the later chapters. By the way...

Frontloading is against FTC rules. If your upline or company suggests "Frontloading", RUN!!!!

TROY'S

RECUR

Next time you are talking to someone and the opportunity comes up ask him this question, "If I could show you how to get a better quality product or service (one you know they already use) and you will get paid to use it, would you be open to me sharing something I just learned about?"

Meeting New People

Entering into new relationships is one of the top reasons people launch a business, especially in direct selling (even if the first two reasons discussed above don't concern them). There are all types of people in the world. Some like the positive environment. Others like the social events the company or team organizes. Some look for a potential life partner there! When everyone is together it's a positive and uplifting experience. Completely opposite of the dull, disillusioned, negative crybabies most people are surrounded with on a day-to-day basis at their JOBS.

This is why we see such a huge amount of social sites cropping up on a weekly basis on the net. Sites like Facebook, LinkedIn, Shoutlife and Posterous. People want to be surrounded with like-minded people and go all out to join these kinds of social networking sites. Some just want to get more contacts for their OWN BUSINESSES (maybe even THEIR OWN HOME BUSINESS).

TROY'S

SCRIPHS

Keep in mind one thing. There is an old saying that goes, "you scratch my back, I scratch yours." If you hear "You join mine and I'll join yours" from some so-called "MLM Pros," don't expect them to go full force in your company/team vision, don't expect them to join you or buy from you. There may even be negative repercussions (such as being banned from coming back to the company or being called a "Cross Recruiter").

However, with that said, if you are a truly ethical person and love people, then you will quickly find that the majority of your friends are in some form of home business. I have close friends in many of the most well-known direct selling companies. Some own or run the company, while others are found at all levels of field leadership. They send their folks to me for coaching, advice and friendships, knowing that I will NEVER violate their trust by trying to recruit them into some other business. Yet, at the same time, I have had several of these same friends call me on a 3-way and introduce me to great people, who were not a good fit for their company, and they have joined me. I have returned the favor many times over.

TROY'S

SCRIPHS

As these relationships grew, the majority of us decided to form an organization to help Distributors from ALL companies and a few years ago launched the Association of Professional Networkers, the only organization 100% focused on the rights and education of HOME-BASED Distributors. As a non-profit organization, we have gone to Washington to fight for the rights of ALL distributors not just our members.

Growth and Development

Growth and Development are some of the top reasons why I recommend joining a network marketing company and doing the business; it will open your mind to positive influences and achievement that will allow you to reach your full potential. It will also allow you to influence others in your life who will see this powerful personal growth you are achieving. There are many companies out there who have the best training courses, motivational rallies, one day training events, and weeklong boot camps which, will fire you up and take your business building to the next level.

Now, don't get me wrong, I am not talking about motivational fluff. I am talking about Nuts and Bolts Training! Training that allows you to take baby steps to becoming a new person. To learn why others act a specific way, and how you can understand why they do what they do and help them change.

So many companies out there will do a fantastic job in terms of company specific training. Yet, most of the time, network marketing companies' fall short in teaching the four fundamentals of personal development. I will recommend two specific trainers who have helped thousands change their personal lives and in turn their business world.

[Richard Brooke](#), founder of Bliss Business and author of the book [Mach II – With Your Hair On Fire](#). Richard Brooke is a best-selling author and world renowned businessman, and coach in the art of vision and self-motivation. Richard is the Founder of [Bliss Business](#), an organization with a purpose to empower and inspire people to transform their lives as they step into their greatness.

[Dondi Scumaci](#), Founder of Dondi Scumaci Inc, and author of the bestselling book Career Moves. [Dondi Scumaci](#) is an international speaker, author and expert in professional and personal development. Known for high energy seminars that produce dramatic results, Scumaci's workshops are designed to deliver solid, actionable disciplines for employees and executives alike. Her best-selling book [Designed for Success: The 10 Commandments for Women in the Workplace](#) empowers women to be more effective, successful and satisfied at work.

TROY'S

REUTH

Over the last three decades, I have seen more folks launch a home-based business for the personal development than I have for the money. What they have learned has allowed them to reach some of the top positions in their current careers, never earning more than a part-time income. Not because they were not talented enough to go full-time, but because they didn't want to go full-time running a home-based business.

Types of People Who Launch Home-based Businesses

Although we can't see the heart of a person to determine why they are launching a network marketing career; we do know that the character or intention of a person will determine how far they want to go in their direct sales business. Here are some classic examples of different types of people:

Classic Examples of People Interested in Launching a Network Marketing Career

- People who are sick and tired of being average
- Raving Fans
- The Loyalists
- Home-based Junkies
- Professional Big Dogs

People who are sick and tired of being average are the most important people in building a successful network marketing business. They are the bread and butter. Not all are leaders; but leaders are not born, they are developed. These are the folks who are tired of living paycheck to paycheck, waiting to be laid off, or taking orders from someone who is more mixed up than they are. These are the people who have the heart of champions, and have a **“Never Give Up”** attitude. This group of people also can be product consumers.

Raving Fans are people who launch a business and/or buy from them because they like the products/services and enjoy the support of their upline. They are not necessarily sick and tired of their job, and in most cases, they love their chosen careers. For many network marketers, a boatload of their income will come from this group. The great news about them is as they learn more about the products/services and the company and interact more with their team leaders, they share their positive experience with people in their communities, and before you know it, they have built a small but solid organization of other Raving Fans. Inside of this type of organizations, about 1 in 10 will see the power of the business because they are sick and tired of living paycheck to paycheck and will slowly start to build their own network marketing business.

The Loyalists' category is quite a mixed match of people. When their close friends or relatives launch a new business, they will get involved with them to show their loyalty. However, the consequence of that action varies according to the individual. For example, some join out of obligated loyalty, while others do it for what I call pure loyalty.

If they join out of obligated loyalty, it can potentially lead to resentment (when you mix business dealings with friendship), confusion, and even loss of friends. Others might even join to see if their friend or relative is involved in a

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scam and try to pull him or her out. In order to prevent any potential disaster, make sure your intentions for getting involved with your friend or families network marketing business are very clear-cut.

MLM junkies are the sort of people who jump from direct selling business to direct selling business looking for the next quick fix to satisfy their need to be noticed. They attend a marketing meeting, get hyped up about the business opportunity, and build the business on euphoria. Sooner or later, they lose steam, get bored, become jealous of others, and find problems with the system, products, leadership and/or company structure (when the real problem is themselves most of the time) and jump to the next SMOKING HOT business opportunity. In today's network marketing culture, it's not seen as unethical to be a member of more than one direct marketing company (depending on your budget). However, bear in mind, certain companies discourage or even forbid you to join other companies, and rightfully so. With three decades in this great profession, I have yet to see ANYONE who is making a full-time income of more than \$50K a year work more than one company simultaneously successfully.

TROY'S

RUETH

Building a direct selling (aka network marketing/MLM) home-based business is not the same as offering several products/services as an affiliate or manufacture's rep. Be very careful to read all policies and procedures before signing to represent more than one Network Marketing or MLM company.

If you have more than one company you are marketing products/services, the key to remember is you must focus on ONE good direct selling business for the long run and the others can operate on a referral basis (like recommending a friend to buy a product from another company while building one main one).

TROY'S

RUETH

If you want to successfully, grow multiple profit centers, then find a direct selling company, which offers several product lines in different niches. There are several great ones in the business today.

This leads us to one more category of people who could be called MLM junkies as well – **The "Professional" Big Dogs**. Basically they are people who have built at least one good size organization somewhere in their past and are now looking for that Rocky Balboa feeling (not the commitment), where they can be #1 at least one more time. Big Dogs are looking for a guaranteed contract or guaranteed volume. They receive a specific amount of money to raid their current organization of other home-based business owners and raving fans and bring them to the next great company.

TROY'S

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Some Big Dogs (Not the “Professionals”) are true pioneers, who believe in the leadership, product, and vision of the new start-up. Those are few and far between. I have met some great ones, and in each case, they had not been paid to make moves. In most cases, their former flagship company and/or product line had stopped doing business. These Big Dogs are driven by their HEARTS, not from financial transactions.

If you are thinking of following a “Professional” Big Dog, then I want you to think about the following items before you make a move: What is the background of each corporate officer and founder(s)? What is the financial status of the company – where is the funding coming from, how deep are their pockets? Is the product/service a category leader, is it patent protected, and most of all is there a viable need by consumers? Most of all... what is real reason the founder(s) are launching the business?

TROY'S

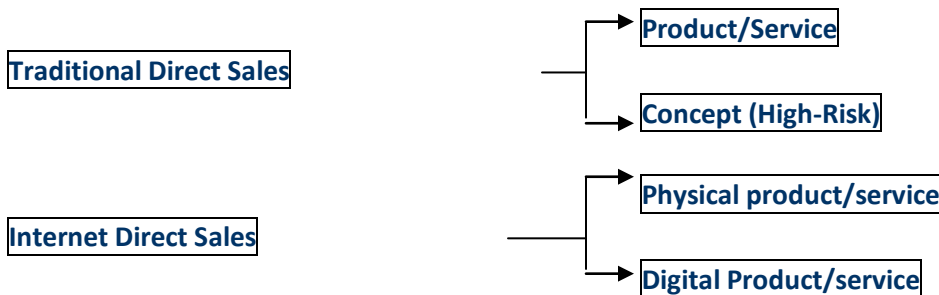
DEEP SOUTH PUBLISHING

I have found that when companies are launched out of a deep emotional passion, they last. However, when the company is launched strictly to get even with a former company or for quick cash, they fail. One last thing to think about before you take a Big Dog position; has the founder or corporate officers ever built a personal network marketing organization? If they haven't, then when times get tough, they may not know how to empathize with the field.

If you relate to any one of the above categories (or even some or all of the above), then use this as a general guideline on how to improve your choice selection of which type of marketing company you want to align your network marketing career.. By knowing yourself better, and the answer to the above questions, you can do a better assessment.

A Look Inside The Network Marketing Profession

There are thousands of direct selling companies out there and upwards to 500 to 1000 launching each year! Since the creation of the Internet, we have seen the Network Marketing break into two specific sectors.



The main difference between traditional direct sales companies and Internet direct sales is the primary marketing channel used for distributor acquisition and in some cases the delivery of the product or service to the end user.

Traditional direct sales companies still relies mostly on belly-to-belly prospecting (like at a Starbucks), home parties, opportunity meetings, rallies, across the kitchen table, postcards, sales letters, road signs, car signs, billboards, TV and Radio and just about every other offline method you can think of. In addition, they also allow their distributors to use the Internet, email, websites, ad networks, social networking etc. But these companies in most cases watch this type of marketing with an eagle eye and will shut down a distributor with the flick of a switch, if they cross the fine line between marketing and hyping the product or opportunity.

Internet-centric direct selling companies do their marketing and distributor acquisition through e-mail, social marketing sites, blogs, e-zines, forums, replicated websites, online prospecting systems, Web 2.0 marketing platforms using streaming media, ad networks, ad words, and any other online marketing channel created as their primary sales funnel.

These companies also use offline marketing channels like postcards, magazines, TV and Radio. However, instead of using phone numbers, they direct prospects to specific websites. This minimizes human interaction, which is more suitable for those who are not very good at talking to others. Internet-centric companies also come under the critical eyes of regulatory agencies because in the last decade most home business scams have come through the Internet.

Let's take a look at the two traditional direct selling business models mentioned above.

Product/Service Direct Sales Companies are heavily concerned with retailing, consumption, or distribution of a physical product or tangible service. Typically one with a high volume of repeat sale, like vitamins, skin care products, life insurance, weight loss, candles, energy, telecommunication, coffee, or food. Traditional direct sales companies rely on solid testimonials (e.g. look at my skin; the product has cured all my pimples; my child's identity was saved because of... I lowered my energy costs...).

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Concept (High-Risk) Direct Sales Companies don't focus as much on a specific product, compared to their product/service driven counterpart. They usually do have a product or service, but it doesn't have as high a repeat sale as those mentioned above. Most times the product or service is built around a huge upfront buy-in, ranging from \$2500.00 to \$25,000.00, with a commission structure of 50% to 75% going to the upline. Most Concept companies are built around what is known as an Aussie-2up (a very questionable compensation plan), and they are not viewed by the FTC as viable direct selling companies. Most of them run their business like a club. Some are like lifestyle clubs. Others conduct their business with a high degree of professional image. Often, they will sell their people a dream or mold them to a particular image to convey the image of the company for attracting more recruits. The sizzle sells the steak.

Internet-Centric Direct Selling Companies are built around distribution channels, focused on products and services which, once correctly implemented, can pretty much run themselves. Most will use a physical product distributed through a series of online marketing channels allowing the home-based business distributor to focus on the system and not on the personal one-on-one type of marketing used by traditional home-based business entrepreneurs. The distributors run the system; the system does the selling, marketing, distributor expansion, takes the orders, ships the product and does the majority of the training.

Digital products and services remove the headaches of physical product distribution and allow the distributor to focus on what is most important, sustaining and growing personal relationships with their active team members. This also gives the company a better margin due to lower overheads and allows the distributors to move into profits very fast.

Internet-Centric direct sales companies have come under the watchful eye of the FTC and several state AGs over the last few years. YTB (Your Travel Biz), Burn Lounge, Fortune High-Tech Marketing, ASD (Ad Surf Daily) and several others have been caught up in several legal cases and have either closed, or as in the case of YTB watched its annual revenues drop by more than half.

On the other hand, companies like Team National, DubLi, Pixingo, Market America, Send Out Cards, and several others are on their way to reaching \$100 million in annual revenue, or they have already reached that benchmark.

Exposure to the Home-based Business Profession

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In the network marketing community, there are a few factors you need to consider when doing due diligence.

Factors to Consider

- Product/Service History
- Marketing & Compensation Plan
- The Team (Founders, Corporate Officers, Upline, Sidelines)
- The Trends of the Time
- The Vision & Mission of the Company

In the past, most network marketing entrepreneurs choose the specific direct sales company and/or product line based on a close friend or family member.

However that is quickly changing due to the internet and social marketing. For most, the first exposure to any direct sales or home-based business operation still comes from our friends or relatives who have launched their own home business. Personally, my first experience with any direct sales business came when I was 5 years old and would carry my mom's Tupperware bag to her parties. Because of the trips, cars, gifts and recognition she earned, I was hooked even at that young age. By 12, I was winning school wide sales contests, and at 16, I launched my first direct sales business, selling Mason Shoes. At age 18, I signed with A.L. Williams aka Primerica and have never looked back.

Today, you don't need to wait for someone to approach you; instead you can do your own research and find the right company to match your desires, needs, and overall objectives. If you will do your due diligence based on the guidelines above, you will have a much better chance at finding the right match and not have to go through some of the heartaches that most network marketing distributors face.

TROY'S

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If you are reading this and have not joined a company yet, then don't be in a hurry. Ask yourself some questions; what do you like as a hobby? What activity do you do today for free that you would love to be paid for? Do you love your career but should be paid more? Now go look for a company who offers a home-based business opportunity. Always launch a home-based business for YOUR reasons, not someone else's!

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Products and services are the very backbone of every direct selling business. But, just because one company says “our product/service is the best” doesn’t mean that it is. What you want to do is research the main ingredients of the product. What is the science behind the product? Who are the strategic partners who manufacture the products? Who first invented or discovered the power of the ingredients. The same rings true for any type of services you might market.

TROY'S

SECRET

*Unlike years past, people are not looking for “Hype;” they want authentic transparency. Today, we don’t just want to know the pros about the products and services; we also want to know the weaknesses. This type of transparency is what allowed companies like Apple and Starbucks to gain a massive raving fan base. The same rings true for every home-based business entrepreneur and direct sales company which has lasted for 10 or more years. Some are small and some are worth billions. Nevertheless, in both cases, they created a **culture of authentic transparency** with their distributors and their clients and customers.*

So when you find the right product, don’t focus on it just being the “best;” focus on what the benefits and features are and how it stands out above other products in its category.

I firmly believe that most products and services sold through home-based business channels are of exceptional quality. However, there are times when just like in any profession or industry, people with the wrong motives will try and con/hype their way into financial success at the expense of others. My advice to you is... Follow your heart. Dig deep in your gut, and if it doesn’t feel right, walk away.

Beware: Some direct sales cultures teach their field force to talk down about the products and services of other Network Marketing companies, while hyping their own. This is unethical and unprofessional.

TROY'S

SECRET

When you come across a direct sales company or home-based business entrepreneur who will share with you the pros and cons of their products/service, you have found a company or leader who believes in their product so much, they are not worried about sharing the truth.

TROY'S

SECRET

If you bad talk other companies, their products or services, you are trashing the profession as a WHOLE. Can you imagine if every network marketer decided to run their business this way? Who would want to launch any MLM business? If you can’t build your business in an ethical manner, then quit or don’t join to begin with.

The Marketing & Compensation Plan

The marketing and compensation plan is more important than having the “perfect” product. Over the last three decades, I have seen companies with great products fail in 36 months, while companies with average products last for decades because they had great marketing and compensation plans.

Most successful compensation plans are built around great marketing plans. Now, as you research which compensation plan is best for you and your team, you should know they all have their own advantages and disadvantages. Each company has their own matrix of margins for their products; however, there are a few issues you need to watch for.

The key to remember in margin comparison, if the company pays the distributor too low (less than 25% of the wholesale price), you might not survive. If the margin is exorbitantly high (over 63% of the wholesale price), you might earn a lot, but the company will not last long term, their margins will be too tight to earn a profit.

Before I share with you a few of the popular types of compensation plans, I want to highlight two things in every plan: **Rank Qualification (RQ) and Monthly Volume (MV)**

RQ = what it takes to maintain a specific rank in the compensation plan. Lack of qualification will result in a loss of current or future income for your home-based business. Or your carry forward volume required to reach your next rank is increased or may in some cases start over monthly. RQ is an important factor to consider in every compensation plan. If the RQ is too high, or hard to maintain, then you can suffer a sudden loss in income which could be very embarrassing or, even worse, financially devastating.

MV = (sometimes called autoship) the minimum amount of monthly personal and/or team sales volume a distributor or serious business builder has to carry each and every month to maintain their RQ. Depending on the compensation plan, and the leadership ranks obtained, this can be personal volume or combined with team sales in order to maintain the rank, be eligible for bonuses, overriding commission or sometimes even maintain their distributorship. Having mandatory MV or not, mandatory MV all has pros and cons. Here are three examples.

Mandatory Monthly Volume

Legitimate product/service driven direct sales companies, do not require you to purchase products every month to earn commissions on personal sales. However some compensation plans do require a minimum PV/MV in order for the distributor to earn commissions on other distributor centers in their personal marketing and distribution organization. This is good for the company so they can annualize their growth, and for you, if you have built a large marketing and distributor organization, because it ensures you have guaranteed income every month.

TROY'S

**R
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L
E**

It is against the law for direct sales companies to demand any form of product sales to market and earn commissions from their personal sales of the direct sales company products and/or services.

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TROY'S

RECURSIVE

If top ranked leaders are buying huge amounts of MV each month, it's also a sign, they have not built their network marketing organization as required to maximize the compensation plan, or they have tried to manipulate the compensation plan in a way it was not intended.

It's not good if you are forced to buy additional volume personally or under the distributorship of one of your team members, in order to maintain RQ. If you are in love with the product and don't mind paying for it every month, then it is fine. But this can cause a person, who is not seriously building or is still struggling with his business, some pressure, and it is one of the main causes of failure in the home-based business profession.

No Mandatory Monthly Volume

We see this type of compensation plan most often used by direct sales companies who use home parties, tradeshow, catalog sales etc. as their main marketing channels. This is very good for people who have just launched their direct selling business and are on a budget. It is also great for those who are building their home business strictly via some form of internet blog or website.

A few of the older and most successful companies who do not require a mandatory MV on their distributors are: Amsoil, founded in 1977, has consistently been a category creator year after year and was a "Green" company long before "Green" was cool; Watkins Products, founded in the 1800s, now has products which can be found on the store shelves of Walmart; Tupperware and Avon, who use home parties and door-to-door sales teams; Primerica the largest term life insurance company in America; and Keller Williams the largest direct sales Real Estate company in America.

TROY'S

RECURSIVE

Companies who do not require mandatory MV usually will not attract Big Dogs, or Home-based Business Junkies, because neither the guaranteed money nor the ego stimulation will be available. However, some of the most successful and longest running home-based entrepreneurs in the last 30 years have been marketing for companies who DO NOT require any form of mandatory MV.

Optional MV

This has become more and more common in the direct selling profession since the turn of the century and is very good for people who just started or work their home-based business part-time. In most cases, you can sell products or

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services personally without buying the products or services and still earn commissions on your personal sales. Then, when you have started to build your team, you will be required to buy a certain volume of products or services to receive team override commission from the company.

There is one downside with an optional MV compensation plan. It's hard to attract and keep serious business builders when their personal sales organizations are not producing any sales.

TROY'S

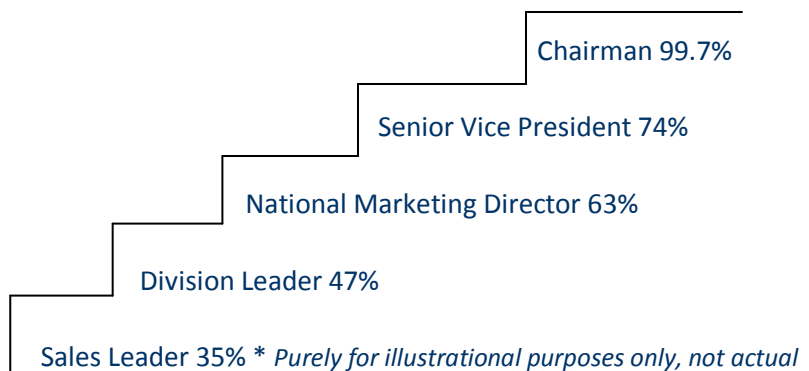
SECRET

I personally believe this is why we have seen so many top leaders move to “multiple streams of income” over the last decade. These leaders are attracted to the company because of the leadership or products, but do not believe they can earn enough income to survive in the early stages.

Popular Types of Compensation Plans

- The Stair Step
- The Unilevel
- The Binary
- The Breakaway
- The Matrix
- The Australian Two Up
- The Hybrid

The Stair Step



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The Stair Step compensation plan is one of the purest types of compensation plans and is accepted by the FTC as a viable compensation model. It is one of the easiest plans for new distributors to understand. Every step is a promotion usually based on achieving a certain volume, and each promotion or rank, gives you a larger cut.

In stair step plans, to ensure a distributor's group commits to a certain volume every month, it gives a particular rank a guaranteed income. Demotion, in this case, means that you must maintain a certain volume, either every month (or quarter or fiscal year) in order to maintain your rank. For example, *Paige* achieves a sales volume of \$200,000 in her entire sales organization (for a specific timeframe) and that promotes her from *Associate* to *Senior Vice President*. Now, on her personal sales, she will earn 74% of the price (wholesale or Retail price) and will earn the difference between each lower rank from the sales of her team.

In Stair Step compensation plans used by service companies like Primerica, there is no personal MV required. Everything is based on meeting specific monthly or quarterly team volume benchmarks.

Stair Step plans are one of the oldest plans around. The advantage of climbing the stairs gives major incentives for distributors to work harder and fight for the target. The larger your group, the more you override even up to infinity levels as long as your downline is of a lower rank than you.

There is also a fair system involved. Let's say if your downline works harder than you and sponsors more people, they can actually have a rank higher than you and that is when **breakaway** in certain plans comes into play (discussed in the breakaway plan below).

There can be disadvantages however. If once a downline reaches a certain rank (let's say you need 3 directly sponsored *leaders* to qualify as a *champion*), one of them becomes a *leader* while you focus on making the remaining 2 groups to become leaders, and the first leader might be neglected in the process. Another potential situation you must watch for is if the downline is too deep in the organization (let's say your downline's downline is all the way down 10 generations), some distributors may neglect helping them because the monetary incentive is too small.

TROY'S

**R
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H**

The Law of Averages show that if you work with downline members even out of your payline (10 generations deep) that eventually some of them will move up into your pay level and could very well reach your frontline.

The Unilevel

The Unilevel is simply "a specific number of levels" that the company guarantees you will be paid based on pre-determined criteria. Usually there is no promotion or rank involved (unless it is a hybrid plan, which we will talk about below). You make money by getting a certain override off the group volume, and usually there is a requirement of monthly personal volume to qualify for a check past your first level.

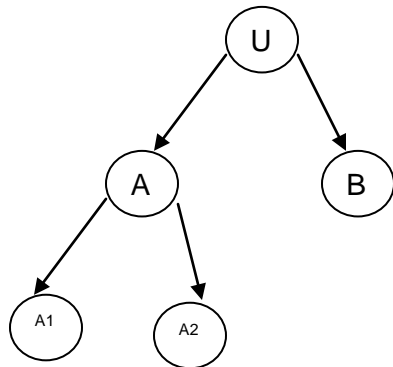
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The advantage here is you don't have work your butt off during certain seasons to fight for your rank. You can sponsor as wide or deep as you desire, and your income comes from a large volume of people doing a little bit. For example, you can personally sponsor 5 people, and these 5 will look for 5. After 4 generations, you will have 5 to the power of 4 in your organization (780 people), and the calculation of your sales volume will give you a straight forward income.

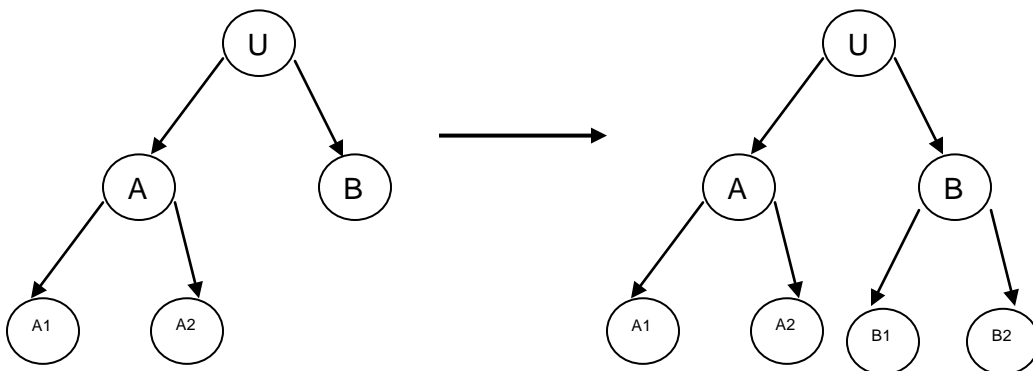
In a pure Unilevel compensation plan, there is no demotion (the only demotion is leaving the company) and maintenance plays a key part in the long term income.

The Binary



The Binary is by far my least favorite and one of the hardest for a new distributor to grasp and maximize for full income. It has 2 "legs" also known as "Business centers," and you have a volume requirement to get paid on each leg. There is the "balancing" in the Binary...you must balance the volume from both A and B business centers to make sure you maximize your commissions. In the illustration above, the **A** group is the strong leg (or the power leg) while the **B** group is called the weak leg (or the profit leg). **A** has more people than **B** (assume they all produce the same volume per person). **B** needs to find 2 more people in order for **U** to 'balance' hence maximizing **U's** income.

The main advantage of this plan is spill over. Allow me to illustrate



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U sponsors 2 friends. In a binary, the company limits each distributor to have a MAXIMUM of 2 people. **A** and **B** were previously recruited by **U**. **U** needs to 'balance' his group by helping **B** find 2 people. But let us assume that **B** is not actively building the business at the moment, so what does **U** do? He finds and sponsors 2 people themselves and places both of them under **B** and they become **B1** and **B2**. This is called **Spillover**.

The advantage of spillover is that when everyone works as a team, the tree will fill very fast as all uplines and downlines work together to balance each other's networks. It's also immune to the situation sometimes found in Unilevel or Stair Step plans with downlines being too deep in the organization. A binary can be balanced depending on which **side** the downline is in and not how **deep**.

The disadvantage however, is this plan favors the top leaders and the company. It is particularly attractive to lazy people who do very little work and expect free handouts from their uplines. Imagine what will happen if everyone waits for their upline to place people under them? It doesn't develop strength.

It can also cause some very hard feelings, when the company goes after "Big Hitters" and places them and their personal sales organizations above current leaders and their teams. So these big hitters received the benefit of the hard work of distributors who may have helped launch the company.

The Breakaway

This plan has been said to have become somewhat unpopular in the world of fancy Hybrid plans, as you could lose the business you built. Once it gets to a certain level of success and "breaks away," it is no longer a big part of what you get paid on. It usually appears in Stair Step plans. Let's use the example above in the Stair Step illustration.

Depending on the company's pay structure, I will not be eligible to receive overriding commissions from any downline group who reaches volume levels greater than mine. Hence, with the 'breakaway' my bonuses will be 'passed up' to MY upline. In some cases, the ENTIRE group breaks away, becoming a sideline business direct to MY upline. So even if I do qualify later on, I will not receive bonuses from the breakaway group! Selfish people might even resort to SABOTAGE by trying to slow down his downline from breaking away or overtaking him.

Today, more and more companies are acknowledging the breakaway problem and will start awarding leadership development bonuses (such as fixed bonus percentages over that entire group even those that have broken away). This system has still worked out well in the past though, because it gets people working harder to prevent the breakaway from happening. Primerica's Hybrid Stair Step Breakaway compensation is one of the best and has been modeled by other successful highly regulated HOME-BASED companies.

In a home-based business (just like in life), the rewards go to PEOPLE who work hard to build their home-based marketing and distribution organizations. If one home-based business entrepreneur works harder, than the original entrepreneur who helped them launch their home-based business, then they should be paid more – hence it is fair to them. In this case, if an upline doesn't work hard enough, he shouldn't blame the company if the downline breaks away.

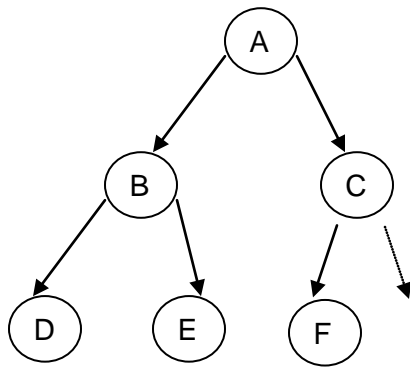
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The Matrix

The matrix or sometimes called a **FORCED MATRIX** is like a pre-order tree and is also not one of my favorite compensation plans. A computer driven plan puts people into your group based on the next available slot. Sometimes this plan is combined with some form of a Binary (sometimes 3 by 9 or 5 by 25 matrix depending on the maximum 'width' allowed), and it does work well if there are a lot of people that are recruited and **WORKING TOGETHER TO FILL THE MATRIX**. When you recruit someone, the computer searches down for the next open slot, and positions them there. There are some plans that allow you to override the commission of those that you personally sponsor even though they are not positioned directly under you within the tree.

How the computer works is like this:



D sponsors a new friend. That new friend doesn't get slotted under **D** but rather fills the last position which is the dotted line under **C**. Once they fill up to a certain level, the distributor is paid a lump sum.

Once again, the advantages here is that every single distributor in the tree all work together to fill the matrix and the duplication result is fantastic! Imagine if everyone finds 2 and everyone does the same thing, the matrix will be filled very fast. This means that even if you don't look for ANYONE to join the company, you will get paid when the tree reaches a certain level.

The biggest and most obvious disadvantage is everybody waiting for everyone to fill the tree thinking that they will get their money waiting for others to fill it. This kind of thinking is **EXTREMELY WRONG** and will ruin the company. Furthermore, unless there is a cut off system in the marketing plan, (for example, after the sixth level the person at the highest position will have to reinvest again at the bottom of the tree), the guy who 'came first' will get all the commissions and not do anything. By placing a cut off point, everyone who reinvests again will fill the tree faster, as the deeper you go down the tree, the more people are needed to fill each level.

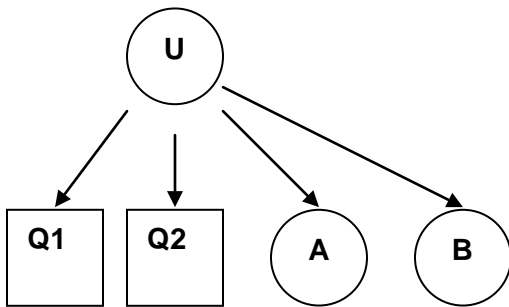
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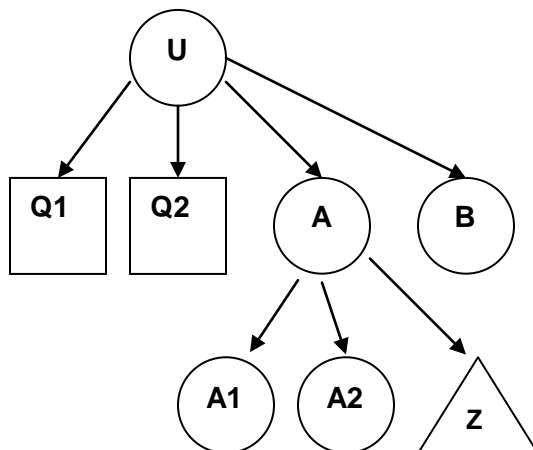
The Australian Two Up

This is a compensation plan that is unique and hated by the FTC, SEC and IRS. Over the last few years the IRS & FTC have gone after companies' founders and top distributors and put them into federal prison because they do not see this as a compensation plan, they see it as a scheme. Concept "High-Risk" typically use this type of plan. Basically, the two people you recruit are 'given' to your upline sponsor and the rest of the recruits are yours. Here is an illustration:



Assume that each person you recruit, you are eligible to earn \$100. **U** sponsors **Q1, Q2, A and B**. You earn **ONLY** on A and B but not on Q1 and Q2 as those sales go to your **UPLINE SPONSOR**. Q1 and Q2 are your qualifying sales. Basically, by finding Q1 and Q2, you have basically qualified to earn from A and B and subsequently C, D, E and as many as you would like.

Similarly,



A recruits **A1, A2 and Z**. The sales of **A1** and **A2** goes up to **U** and the sales of **Z** goes up to **A**. As long as **U** keeps **Q1** and **Q2** going, he is eligible to earn as wide as he wants and as deep as he wants! (A1 and A2 is now part of **U**'s group. This will multiply by 2 each time it goes deeper enabling him to earn income up to Infinity levels!)

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The biggest disadvantage of this plan is that sometimes people are selfish and will only leave **U** with 'weak' distributors (for example, Q1 and Q2 are slow learners) while capitalizing on the stronger ones in A and B (leaving the strong ones for themselves). Some might even purchase dummy accounts (known as 'cats and dogs' or 'potatoes') This leaves their upline with non-moving legs and creates a hollow organization. Some companies deal with this problem by giving bonuses or special overriding mechanisms where you get special bonuses for building them, or even removing the 'qualified' status should Q1 or Q2 drops out.

The Hybrid

A hybrid is a combination of any of the above features. An example would be a Stairstep/Breakaway or an Expanding Matrix with Unilevel benefits (ensuring that those who actually WORK to fill the tree gets paid more), or an Australian Two Up with Stairstep advancement (to offset the disadvantages of distributors being too deep in an organization).

Many companies are combining the advantages of many plans to help distributors maximize their income.

TROY'S SECRET

Regardless of how good any plan may sound, none of them are any good, unless you are serious about working your network marketing business part or full-time. You must attract new customers and open new distribution centers on a regular basis in order to grow. Only YOU can make the plan work, for without you, the plan is dead.

DON'T get too stressed about Compensation plans. Even though I made it clear which plans work and which ones I feel do not work, just keep it simple while explaining to your prospects and make sure you understand that you **CAN MAKE MONEY** with it, if you work your plan.

The 3 General Areas you should focus on when launching your home-based business.

Retail Profit

You must know how much you earn from retail profit with your products and services. The margin can be anything from 15% to 50%.

Team Overrides

This is where, just like a Real Estate broker, or Insurance general agent, you get to develop your own sales team. 'Sales Managers' get paid a certain % of override off of them, just like the Real Estate and Insurance Agents do. Your goal is to help your people do the same thing.

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TROY'S

REVEALS

When you are expanding your home-based marketing and distribution organization, be sure to use words and phrases normal in business today. Don't try to use fancy words or common only in your niche, people will not understand you!

Most People you talk with won't understand what you are talking about when you tell them that you have to help people or help your organization in order to succeed. By helping others succeed first, then you succeed! This goes against what corporate America teaches. Most people are programmed to look out for #1, and never trust anyone else.

Leadership Bonuses

This is where you can make the biggest amount of your monthly bonuses. These bonuses are earned when you develop successful leaders in your personal sales organization. Leadership bonuses allow you to override from your team to unlimited depths in some hybrid compensation plans. Once you have built 5 to 8 leaders who have the same dedication to excellence as you have, the sky will be the limit as to how much money your team will create.

TROY'S

REVEALS

Your leadership bonuses should never be used within your monthly budget. Take your leadership bonuses, invest them wisely, and allow them to fund your future lifestyle.

The Team (Upline, Downline, Sidelines, Corporate Team)

Joining the right team is the most important part of launching a home-based business. Especially, since your whole home-based career is centered on creating new leaders who decide to launch their own home-based business inside of your overall marketing and distribution organization.

Upline Leaders, are there to help you grow, but the attitude you have to adopt is; **"I'm in business for myself but not by myself.** Since I'm in business for myself, it's up to me, to write my own book – it all boils down to ME." You should consider having an upline a BONUS to your business. If you were to run a traditional business, would you expect other people to open shop for you, close the shop for you, tell you when you should work? The same goes when you decide to launch your home-based business.

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TROY'S

REUTH

*On the other hand, you **MUST** be a good, responsible upline leader - ALWAYS! No one has succeeded in any industry without becoming a student of their profession. The same rings true with network marketing. As the upline, it's your responsibility to guide, train, teach and motivate the downline.*

New network marketing entrepreneurs without guidance are like sheep wandering around a forest full of coyotes – what are their chances of survival? It's no wonder 80% of home-based entrepreneurs never breakout of a part-time business. Those who have gone before must lead them, empower them, praise them, but must never spoon-feed them. If you **give a man a fish, he will feed himself for a day. Teach him to fish, and he will feed himself for life!**

Sidelines or Crosslines are home-based entrepreneurs and distributors not in your money tree. Now you may be asking, "Why should I bother with sidelines?" The main reason is because, they are just like you – they are in business for themselves, but not by themselves, and when you learn to work together, everyone wins!

Many companies now encourage sideline team support. Because you always have more sidelines than uplines and downlines, it's crucial that sidelines help one another. Your upline has limited time and resources, but if sidelines work as a team, you leverage on more people.

One other very important relationship you need to develop is a good relationship with the **corporate team**. Imagine if you are holding your team training at the annual convention, and you need the corporate team to arrange or prepare the rooms for you. Or maybe you have a client who needs of a large shipment of product delivered. If you have taken time to build a solid relationship with the corporate officers and HQ team, then you will be able to get to the right person to help you out.

If you have a good relationship with the owners of the company, it's also a great advantage because you will have a first hand understanding of their vision and mission, which allows everyone to move in the same direction together. This is even more so for pioneers of the new company. **Network Marketing Pioneers** are a breed in and of themselves. They are the first group of distributors willing to take the risks and who buy into the vision of the owners. Network Marketing Pioneers and the company founders must work closely together to bring the company to success.

TROY'S

REUTH

Some of the greatest success stories in Network Marketing history are those where the pioneers and company founders are still growing the company together after 20, 30, and 40 years.

The Marketing Philosophy Of The Company

One last aspect to consider before launching your home-based business and choosing you the direct sales company to partner with is their marketing philosophy.

Over the years, many companies at one time or another have used aggressive marketing campaigns based on hype for their product and how hot their opportunity is at the moment.

Aggressive marketing usually happens during the pre-launch or pioneering stage of the company, before the company has a real compliance department to regulate things.

However, there are times when the company itself does the aggressive marketing exaggerating their latest health products to a growing or maturing market (for example, aging baby boomers.) Or, creating early money stories by giving Big Dogs guaranteed financial contracts. Neither of which are great methods of marketing.

When you are comparing new, smoking hot companies over the mature, or aging counterparts, make sure you have fully investigated all the pros and cons of each before making your final decision.

Although some critics will tell you new companies are not vulnerable to saturation. I will totally disagree. A new company can be just as vulnerable to saturation as an old. It all depends on whether the company is focused on being classified a category creator, is filling a need, launching before a trend, or just following the path of a company who had a founder with the guts to pioneer a new path.

Collaboration with a new company can put you in a position of power where you can negotiate with the management team on the direction of the company or even enhance the marketing plan. You may even get the buzz going and watch some Home-based Big Dogs jump on the opportunity and generate a large team very quickly. However, if you violate your values or use unethical methods to get the company launched, it will cost you in the long haul. As big as the Home-based profession seems from the outside, it's really a small, tight community.

TROY'S

DEEP SOUTH PUBLISHING

Be careful of buying into the hype of a young aggressive company, because you may find yourself on the wrong end of the horse. When companies are young and aggressive, they sometimes draw the attention of the FTC. If the FTC finds that the company's marketing is overly aggressive, they will not only fine the company, they may fine you, the distributor, also. I have personally seen distributors fined millions of dollars.

This does not mean you should go join an older company. Some of them have also been known to get into hot water for aggressive marketing.

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However, older companies, for the most part, are stable and have survived the hard times. Most of the older companies run a time-tested system, which has helped many people succeed in their individual personal home-based business.

International companies are even more reliable as they have the financial stability to tap several economic fronts at once. If the US market is down, their teams can grow in Japan, Australia, or Germany. I think of older direct sales companies like Starbucks. They have been around for so many years, yet people are still profiting from them today because they all follow a system.

So whether you decide on a new or older company, just make sure you have done a complete review of the leadership, product/service, marketing plan, and most of all, the compensation plan. If everything pans out, then you have a winner. Remember, there is no perfect direct sales company.

No Such Thing as a Perfect Direct Sales Company

In spite of all we have covered up to this point, you will still find that certain direct sales companies may claim they are perfect. Nevertheless, the reality is, they are just different companies marketing different products or services.

However, most of the time you'll just find several companies marketing different lines of products in the same categories, with each claiming to be selling the best skin care, nutrition, aromatherapy, energy drink, insurance programs, investment opportunities or even online digital products.

You'll never find a perfect direct sales company, product line, perfect church or perfect government. Direct sales companies are just like any other company; in the sense that, there will always be management issues, staff issues, cash flow issues, shipment difficulties and product faults, support issues, and most of all distributor issues.

TROY'S

TRUTH

When a company takes the risk of being a category creator, they can rightly claim they are the "best" because no one else is marketing against them in their category. But their challenge is to keep this edge as other companies enter the niche.

TROY'S

TRUTH

Although there is no perfect company or distributor, there are perfect partnerships. When the network marketing entrepreneur and the direct sales company commit to always having open communication between the two and they work hard to build trust, then together they will overcome any challenging situation.

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TROY'S

REUTH

If by some chance you find the perfect direct sales company to partner with, I'll bet once you join it will stop being perfect.

Take the skin care industry for example. There are several skin care companies with great histories, who have done extensive research on their products, have powerful testimonials, and wonderful records of accomplishment. However, no matter how good their skin care is, the skin care does not benefit EVERY SINGLE PERSON ON THE PLANET. Each human has different DNA so some times the product does wonders and other times it causes nightmares. Some have drier skin. Some are more sensitive.

Is There Success Working Multiple Direct Selling Companies

Many industry critics label everyone who joins more than one Network Marketing company a MLM Junkie'.

It's true that there are MLM junkies that go around recruiting their friends, family and anyone else they can talk into joining their next big winner. First it's COMPANY A, and when they can't make it work, they go and join COMPANY B. They start talking to the same friends and family about how good COMPANY B is, and they start talking bad about COMPANY A. Then, they quit COMPANY B after running into some struggles and join COMPANY C. Now, they start promoting C while talking bad about A and B, and it goes on and on.

As I have explained in the previous chapters, even the 'best company' in the world for you, will not be the 'best company' for everyone.

Let's use me as an example. If you were to visit my home, you would find that we used products and services daily from several different direct sales companies. Products, like functional health beverages, skin care, baking goods, life insurance, women's clothing, auto supplies, books, internet security, kitchenware, weight loss, computer backup, and makeup.

We believe if we are using products on a daily basis, then we should support our friends and family who are also network marketing entrepreneurs, by buying the products and services we use at wholesale.

And, even though some of these companies have a FANTASTIC TEAM, a SOLID COMPANY BACKGROUND, and even an UNBELIEVABLE COMPANSATION PLAN, I know they do not fulfill my ultimate passion of advocating the whole network marketing profession, so I do not join any as a distributor.

Here is a common question I get asked on a regular basis. "What do you do when you have already partnered with one direct sales company, and a good friend approaches you for another?"

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Although, you should not treat your direct sales company like a RELIGION, you do need to remember 'WHY' you are in business. As I stated above, you are building your personal marketing and distribution organization. Your primary direct sales product line is the vehicle that fuels your personal home business. We have already established that "you are in business for yourself, not by yourself."

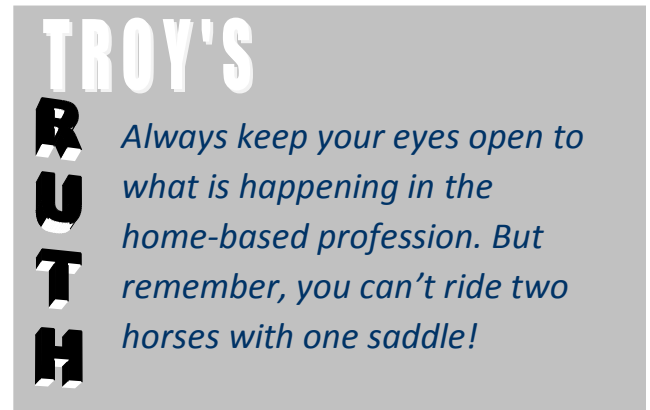
However, with that said, you don't want to burn a bridge with your friend, so here is how I handle this on a regular basis.

Take time to review the product or services they have to offer. If you can use what they market, then it may be a great idea for you to join as a wholesale user, NOT as a builder!

It's very important you read and understand what I just wrote. You join your friend's network marketing business as a WHOLESALE USER! The reason this is so important, is that many of the major direct sales companies in business today, will terminate at the drop of a hat if they receive any type of complaint that you are cross recruiting. Especially, if you have reached a leadership level with your primary direct sales partner.

Always be open to listening to your friends and even cross selling them with your product or services, but be very careful in trying to partner with more than one direct sales company.

Very few network marketing entrepreneurs are still marketing for their first direct sales partner. I was blessed and was with my first company for 15 years. Nevertheless, since we can't control the destiny of any direct sales company, we must realize things may change, and we may find ourselves looking for a new partner. If you have continued to stay focused on growing your personal Marketing & Distribution Organization and have continued to build relationships with other leaders inside the home-based business arena, then you will always be able to land on your feet and keep moving forward.



Warning! There Are Risks Involved

Just like in any business, there are always risks. As a matter of fact, you take a risk every time you walk out the door. However, let's look at some ways to minimize your risks.

Before deciding what direct sales company you are going to partner with to fuel your personal home business, remember if you want to make serious money, you must stay focused and be prepared to stick it out for the long haul.

If you write out a 3 to 5 year business plan, and break it down into 90 day action plans, then I have no doubt you will hit your goals, no matter what type of economy we are experiencing.

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The same rings true if you just want to make an extra \$500 to \$1,000 part time/on the side. Plan out and focus on 90-day action plans.

Launching a home-based business requires SMART WORK more than Hard Work! Your new business is a business that appreciates in value OVER TIME, and if you stay the course, you will make it in a BIG WAY!

And it's all caused by the magic of compound building. In the accounting world, it is called the "Rule of 72" and here is how it works...

Would you rather earn...

\$10,000 a day every month?

OR

\$0.01 doubling every day per month?

Ten thousand a day on the surface seem like a pot full of money, especially on the first day. I know the outcome and even I might choose the first option. However...

\$10,000 x 30 days = \$300,000, if 31 days, then it grows to **\$310,000**.

But **1 cent doubling every day** would grow to a whopping **\$5,368,709.12**.

If we add one more day, the total will be over **10 million**.

The same rings true when you are first launching your home-based business. If you are willing to risk a little and talk to enough people, then you will grow 5 to 8 new distribution centers (other network marketing entrepreneurs), who over time will do the same thing and before you know it, the magic of compound recruiting will have grown to over 10,000 active centers working through your home-based business network, and it will just continue to compound.

Now listen, don't stress if you don't make substantial money during your the first 12 to 24 or even 36 months. Your first year is your FOUNDATION year. This is when you take time to learn all you need to learn to grow your business. Some of the areas you will want to study are sales, marketing, relationships, leadership, the niche your direct sales partner is operating, and most of all your personal development.

TROY'S RESEARCH

*Everyone who succeeds in a network marketing business did it with **HANDS ON EXPERIENCE**. You need to take calculated risks. Don't jump blindly off of a cliff. Take the time necessary to research and investigate the direct sales company you are focused on partnering.*

Ask yourself:

1. Are the signup **fees reasonable**? And what do they include.
2. Have you written down all the **overhead costs** of launching your business; marketing, training, leads, hosting fees, product, telephone, computer, travel, etc.?
3. How much **start-up capital** do you have on hand? Can you invest \$500.00 to \$1000.00 a month for 12 months, until you get into profit?
4. Are you prepared to **sacrifice some of your personal pleasures** so you can work out your business?
5. Are you prepared to **FOLLOW and LEARN**, before you LEAD and TEACH?

Let's Get Started Off On The Right Track

We're just about ready to turn you loose and get you rolling as you start your Epic Adventure of launching a network marketing business.

You need to start attending all the trainings repeatedly, and listen to your upline, sideline, and corporate trainers. If your upline is not qualified, then keep going upline until you find someone who can train, coach and advise you in the ways of the company and running a successful home-based business.

Once you have attracted a new business associate and opened a new distribution center, you must be prepared to be a leader and emulate what you have learned from your upline business partners. **Emulation** is the key to building a long-term business because your downline business partners are able to do the same thing you are doing.

TROY'S

REPUTATION

Duplication is a word you will hear throughout your network marketing career. However, if you are a leader, you will ONLY duplicate (follow) for a short period of time. Then you will take the best of what you have learned and create your own duplicable system for your downline to emulate. In other words, your #1 goal is to create new leaders.

Now, you will quickly find that many successful leaders in the network marketing business arena are fantastic speakers, powerful trainers, and even write books on how to succeed. What you must not do is fall into the temptation of buying a ton of books, thinking they will teach you to go out there and create a massive home-based business explosion. Yes, reading is a must, but it will not replace what your upline business partners and your corporate training team have to teach you.

It's easy to emulate the processes taught by your business partners; what you can't emulate is their personality. So, don't try and be like them. Instead learn to emulate their attitude, and blend it with your unique personality. Once you have mastered this combination, you will be unstoppable.

TROY'S

REPUTATION

I buy every book I can find on launching and running a home-based business, sales, marketing, leadership, relationship building, and the list goes on and on.

The Secret Chronicles of MLM:

The Ultimate Source to Understanding Direct Selling Without All The Hype

TROY'S

REVEALS

Leaders are not born they develop over time. Those who succeed in launching and running a home-based business are willing to pay the price of learning and growing. Those who seem to succeed quickly in their home-based business have already paid the price, or are blessed to attract downlines who had already paid the price.

Factual information or education is usually more helpful in making a good decision. I have compiled a reading list at the end of this chronicle, which will give you a solid foundation.

Trying to become like another person and using his or her 'techniques' will often lead to disappointment and frustration! So don't become disillusioned and go on to buy another 'key to success in...' every time the last one you read did not produce the results of the author.

ARE YOU PREPARED TO PAY THE PRICE?

The Secret Chronicles of MLM:

The Ultimate Source to Understanding Direct Selling Without All The Hype

In a Nutshell

Just like any business venture, launching a home-based business is not an easy road to walk. There will be some obstacles along the way, which is why choosing the RIGHT direct sales partner the first time will bring success closer, faster. As with all Epic Adventures, your home-based business adventure begins with the first step, so don't rush your start. If you are currently active in a home-based business, don't worry. Just slow down, focus and get your act together.

Regardless of your desired level of success – full-time or part-time, a network marketing business is an adventure worth starting because of the things you will learn along the way. It will change your life forever!

Living An Epic Adventure,

Troy Dooly

The Network Marketing Advocate

The Secret Chronicles of MLM:

The Ultimate Source to Understanding Direct Selling Without All The Hype

Recommended Resources

[Real Mentors Radio](#) – Each morning Troy Dooly discusses topics which will help any home business entrepreneur launch and run a successful business. Troy covers the top business and personal development books on the market today from authors who are experts in their fields.

[Aces Radio Live](#) – Jim Gillhouse is the voice in the South for HOME-BASED Business . **ACES Radio Live** evolved out of Jim’s long standing friendship with his good friend Tom Chenault. Aces Radio Live is focused on enhancing the world wide image of the HOME-BASED profession by fighting the ignorance, negative press and unscrupulous people that attempt to discredit this great industry. We do that by interviewing the brightest people inside and outside of the network marketing profession and allowing you, our listening audience the opportunity to do your own “Due-Diligence” and decide for yourself whether or not this industry is right for you.

[Dondi Scumaci](#) - Scumaci is a sought-after consultant for strategic design sessions, management retreats, professional conferences, and keynote presentations. Her dynamic seminars and keynotes have made a proven, lasting impact on corporations across the United States, Canada, the United Kingdom, Australia, South Africa and Kenya.

[Richard Brooke](#) - For over 30 years, Richard has been coaching, mentoring and teaching people to overcome self-limiting beliefs to capture their goals and dreams by teaching the Art of Self-Motivation. As the Chief Visionary Officer of two very successful direct selling companies, he fully understands what it takes from the corporate level down to succeed in network marketing. In the few decades, through facilitating retreats and seminars, his passionate, heartfelt and empowering message has guided thousands to create the life of their dreams.

[John Maxwell On Leadership](#) - John C. Maxwell is an internationally respected leadership expert, speaker, and author who has sold more than 19 million books. Dr. Maxwell is the founder of EQUIP, a non-profit organization that has trained more than 5 million leaders in 126 countries worldwide. Each year he speaks to the leaders of diverse organizations, such as Fortune 500 companies, foreign governments, the National Football League, the United States Military Academy at West Point, and the United Nations. A *New York Times*, *Wall Street Journal*, and *Business Week* best-selling author, Maxwell has written three books that have sold more than a million copies: [The 21 Irrefutable Laws of Leadership](#), [Developing the Leader Within You](#), and [The 21 Indispensable Qualities of a Leader](#).

About the Author

Troy Dooly is recognized internationally as The Network Marketing Advocate, an expert in the areas of personal and corporate reputation management, social marketing strategies, leadership development, and organizational expansion.

Troy Dooly is a highly sought after mentor, speaker, results coach, and radio host. He is The Beachside CEO of Deep South Strategic Solutions, an organization focused on providing transformational results for their clients.

He Co-Hosts with [Jim Gillhouse](#) on the most successful radio show in America focusing on Home-based Business ([Aces Radio Live](#)), and he hosts his personal radio show [Real Mentors Radio](#) where he focuses on topics like leadership principles, personal empowerment, relationship building and many others. Real Mentors Radio is now heard in over 60 countries and is one of the most downloaded podcasts on iTunes.

Troy has devoted the last 30 years to studying the clues left by successful people who changed the course of history by leading with focus, passion and a servant's heart. The clues he has found has been transformed in the strategic principles he is now passing on to this generation of catalyst leaders.

Well, now that you have read the professional propaganda I would like to share a little from the heart so you can get to know the real me.

I'm a former Marine and Ex-Bounty Hunter, who grew up in and around the direct marketing profession since I was 5 years old.

Born and raised in the Missouri and married my high school sweetheart, who has blessed me with six children ranging in age from 28 to 8. (That's what happens when you married a [bestselling romance writer](#).)

In 1995, Paige and I decided we wanted live at the beach. However, it took a few years and several challenges before we saw this dream come true, and I would like to share a little about what we went through to get where we are today.

By 1997, we had grown our WMA (World Marketing Alliance) business to a point where we were ranked in the top 10% of income earners. However, due to a medical situation that was diagnosed with one of our daughters and my own mismanagement of our income, we soon saw our expenses growing faster than our income.

The Secret Chronicles of MLM:

The Ultimate Source to Understanding Direct Selling Without All The Hype

By 1999, we were bankrupt. However, Tessa had received pediatric kidney surgery by one of the most respected pediatric kidney surgeons in the US. And although it cost us financially, we would do it all again to give her the opportunities she has today.

During the years when she had her disorder she was not allowed to swim, take baths or be submerged in any type of water. For a young girl whose biggest dream in life was to swim with Dolphins, this was devastating.

By the end of 1999, everything was behind us. In March of 2000, we relocated to a barrier island on the Emerald Coast and have never looked back. As a matter of fact, in July of 2000, Tessa had her dream come true. We took the day to rent a boat and go out to Dolphin Island so she could see the Dolphins swimming. However, because of a pending storm the Dolphins were not swimming. She was a little frustrated.

While my father-in-law was piloting the boat back, I sat with Tessa on the back of the boat. Out of the blue a Dolphin jumped up and laid its head in her lap. You talk about a happy, yet scared little girl (Dolphins are BIG up close), it was her. In a flash, her disappointment turned to an ecstatic joy. That was a turning point in our family. It was truly when we realized **LIFE IS AN EPIC ADVENTURE!**

My passions lay in helping founders, executives, and distributors find their niche and launch their career's by building their own successful brand and develop into servant leaders.

I work closely with other direct selling companies to build and manage their reputation through social media and help them communicate authentically with their customers and field force.

My life is an open book and you will find that like most people who enter our profession, I was not born with all the answers. Maybe because I was young, or maybe because I had a big EGO in the beginning, it took years for me to finally get it right.

Now my passion is to help others discover their true passion. So if I can ever be of service please feel free to contact me personally at TroyDooly@MLMHelpDesk.com.

Living An Epic Adventure,

Troy