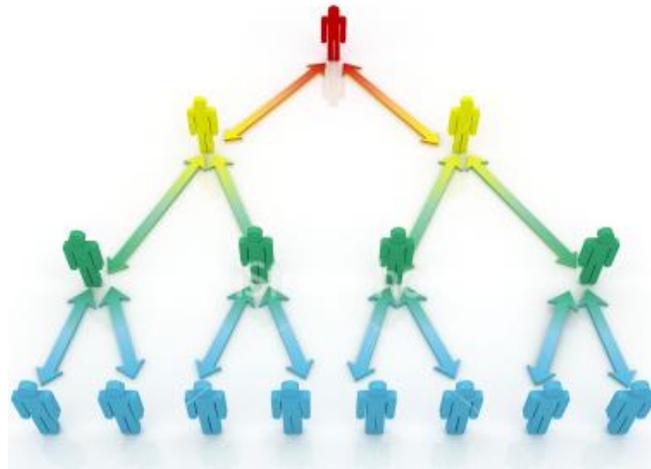


# NETWORK MARKETING OVERVIEW



*If you love what you are doing and you are doing what you love,  
you will discover an abundant life."*

This is our story and it's yours too. I came from Australia to America and found abundance in Network Marketing. No matter who you are or where you come from, so can you! All you have to do is apply the principals and messages you will find in this website, determine what you need to do in your life to redefine, redirect and reprogram your life and you will become the success that you were meant to be.

Always remember the story about the woman in New Your City who is approached by a tourist who asked her how to get to Carnegie Hall. She looks at the tourist and says, that's easy, "Practice, practice, practice."

Carnegie Hall is without a shadow of a doubt the "gold standard" for musicians and singers. If you want to reach your "gold standard" as a person and/or a distributor in the network marketing business and to reach your own personal Carnegie Hall, I'll show you how. So hang on, read the content of this website every day and take plenty of good notes! It will change and enrich your life.

Let's talk about a typical scenario.

Your friends Jack and Jill are tired of the monotony of corporate America. They are in a job that requires them to work for somebody else with people they don't particularly care for. It requires them to punch a time clock; to put up with disrespectful, insensitive managers; and they are

subject to the economic ups and downs in their wallets and in their lives over which they have absolutely no control.

They are concerned about their future health and, of course, health insurance premiums, retirement and the security of their jobs. They are in all probability both required to work, as it is almost impossible today to make it on one income and sometimes on two incomes. They are concerned about their finances and paying their bills. They are pummeled by rising taxes, gas prices, utilities costs and food prices but, more importantly, they worry on a daily basis about the future of their children and grandchildren

They are concerned about where the money is going to come from to pay their rising daily cost of living, to secure their financial future and to help their children get an education, to get married and to get a house and a car.

They see the prices skyrocketing with no end in sight. Their car is wearing out but when they look at the price of new cars, car insurance, health insurance and deductibles and the costs of maintaining their home, they simply throw their hands up in the air. They are constantly asking themselves, "Where will the prices be in 5, 10 or 15 years from now?" and then they begin to worry about where prices will be in six to twelve months or twenty-four months. They quickly come to the realization that even five years is a lifetime away.

The point here is that Jack and Jill are aware that they must do something. Job security no longer exists, retirement is no longer secure and they definitely need more money. They also know that Americans are living longer and need more to live and retire because Social Security is not going to cut it, even if it doesn't go broke.

Jack and Jill are prime candidates for a Network Marketing business, as are millions of people just like them.

It sounds so simple doesn't it? It's not! First, you have to help people overcome their stigma of Network Marketing's past, and it hasn't been pretty. Let's take a look at what many people perceive network marketing to be as result of this past.

1. Too many people have been hurt
2. Network Marketing companies are getting rich

3. Products are too expensive
4. Network marketing is not a real business
5. Network marketing is not ethical
6. It's a pyramid scheme
7. Network marketing attracts moms and pops
8. Network marketing is a business that breaks promises
9. Only a few people at the top make any money
10. Network marketing is a business built on lies
11. Network marketing is a business of unethical business practices
12. Network marketing involves questionable people
13. Network marketing is always in trouble with the law
14. Network marketing has too many horror stories
15. Network marketing is a business built on pride and ego.

During the last eight years, there has been a paradigm shift associated with Network Marketing. It is not seen as it used to be. It has evolved into a legitimate profession. It has taken time to view Network Marketing as a legitimate profession but it has happened. Universities, such as the University of Chicago now has a direct sales curriculum!

Perhaps the biggest problem with this form of marketing is that people do not stick with it. When people quit, they've failed! You will never fail until you quit! People who make mistakes or even fail can't admit that it was their choice. They blame, judge, criticize and condemn others for it. They first blame network marketing as an industry and then everyone else in it. Most of the time the reason for their failure is, they never acknowledged their business as a bona fide profession. They tried the business, didn't take it seriously, and never did it in a

professional way. They took the business casually, got casual results and they became a casualty of the business.

Look at other so-called legitimate businesses such as the insurance business, the real estate business, or the car business. Ten percent of the sales people in these industries are responsible for 90% of the sales as well as the income. The other 90% are the "do gooders" of their industries who chase their dreams but never wake up. Most of them are always quitting and going from company to company eventually failing completely only to find themselves taking on an 8-5 job, trading their time for money. It is this way today, it was that way yesterday and it will always be that way!

Here's something very eye opening, ten percent of all working Americans are responsible for ninety percent of the wealth of the country.

Network Marketing is a business that you study, embrace, adopt, immerse yourself in and practice. It is not a hobby, a sideline or a 'drop in and drop out when it suits you' endeavor. Most people that join a network marketing company only try the business, they never really do it, in fact most don't even try! Most people jump into it expecting to get rich quick right off the bat. This simply is not going to happen!

Americans always want immediate gratification. If you are a "greeny" or completely new to it, it isn't going to happen for you. This is an important lesson to learn. If you want to learn how to do the business, just do it and you will absolutely learn how!

Network marketing today has indeed evolved. It is every bit as much an honorable profession as medicine, dentistry, law, accounting and teaching.

Let's look at some of the profound characteristics of Network Marketing today.

1. Network Marketing is a business of simply sharing your stories of success using the products or your experience with the business. Every story has a hero and in this case the hero of your story is you. The more you use and believe in the products that you sell, the bigger you as the hero becomes. You are the hero of your story and people love to hear from a hero. Remember, the tests of yesterday always become the testimonies of today.

2. Network Marketing is a business of product results. It's about people and companies that are product result driven.
3. Network Marketing is a business of people helping people and enriching the lives of others. It's not what it used to be 10, 20, or 30 years ago where distributors were extrinsically motivated by putting circles, squares and dollar bills on people's heads. It's not a numbers game anymore. It's not a business of duplication because nobody can ever duplicate you. It's a business of inspiration, where you enrich people's lives with your story, your passion and your example.
4. Network Marketing is a serious business and you are a part of a real and unique profession. People can and do start their business in their spare time and graduate to part time and then to full time.
5. Network Marketing is a business of discovering, building, nurturing and sustaining relationships.
6. Network Marketing is a business of building through referrals.
7. Network Marketing is a business of people helping and inspiring people.
8. Network Marketing is a business of relying upon and working with "The Higher Authority." These are people with more experience than you.
9. Network Marketing is a business of awareness, being aware of outgoing, enthusiastic people as you circulate and network.
10. Network Marketing is a business of teamwork.
11. Your success is predicated upon your ability to reach out and converse freely with someone and your ability to hug them, after all that's the business we are in, "The hugs and loves" business.
12. Your success is all about your ability to overcome and reject rejection.

13. Your success is simply a function of you, being patient, self disciplined, persistent, innovative and creative.
14. Network Marketing is a business incorporating determination, perseverance and hard work.
15. Network Marketing is a business of serving others and following through with them.
16. Network marketing is a business of Education, Information, Inspiration, Gratification and Edification.
17. Network Marketing is a business of using a successful system to develop and grow your business.
18. Network Marketing is a business of getting it done, not trying to get it done.
19. Network Marketing is a business of lighting candles and a candle is never diminished when it is used to light another candle. Lighting candles is what we do and you better get good at it real fast.