

Extreme Network Marketing Success

The Secret Formula For Financial Prosperity

by New York Times bestselling author, Robert G. Allen

I'm excited to bring you this new e-book since it really explains how you can harness the power of network marketing – probably the most important and least understood business opportunities in the world today.

This ebook is in two parts, this introduction where I explain some extremely important concepts about network marketing. The second part expands on this information in a chapter called: The Ultimate Money Machine.

It's vital that you go through this ebook in its entirety to get the full force of the information

But before we get started, I'd like to introduce myself. My name is Robert Allen. I've written 8 major financial bestsellers in the past 25 years that have sold millions of copies. I'm proud to say that hundreds of thousands of my readers have bought their first house or investment property or business. Thousands have become financially free and hundreds have even made their first million or multi-millions as a result of the ideas in these books.

Most important? Yes, I do believe that each of us needs multiple streams of income—real estate, mutual funds, internet marketing, to name a few. But high on the multiple streams short list is the opportunity of Network Marketing. It really is the Ultimate Money Machine.

Let's chat about financial freedom—as in, your financial freedom.

I'm assuming that you know what Network Marketing is. If you're like me when I first was approached about Network Marketing I had some preconceived notions that were, at best, inaccurate. For 20 years I kept saying 'no' to Network Marketing based upon what I *thought* Network Marketing was.

And what did I think? I *thought* it was a low class way for small minded people to make a few extra bucks by harassing their friends and family into buying garage loads of expensive products.

Frankly, that's the way old style multi-level marketing used to be thirty or forty years ago. You know what they say about 'first impressions?' They're hard to overcome. So when anyone approached me about Network Marketing, that old MLM image was stuck in my head.

But thank heaven for a family friend who was long enough to help me overcome these "first impressions" to discover the truth about Network Marketing. When I researched the major players—the companies that had been around for 5, 10, 15, 20 years—I discovered dozens of classy, successful companies with incredible products at reasonable prices. Then my wife and I launched our own Networking business and, as they say, the rest is history. We worked our way straight to the top and remained in the top ten income earners of a major company for almost ten years. The money was (and still is) great. The experience was (and still is) magnificent. The people I've met (and still meet) in this industry are some of the smartest, nicest, classiest people I've ever met anywhere.

Network Marketing is certainly not my only stream of income, but it certainly is my most favorite. I prefer to call myself an author (it has a nice ring to it), but

professional Networker is a close second.

I'm a big believer in entrepreneurship and the virtues of freedom. In Network Marketing, I found an industry that leveled the entrepreneurial playing field. Rather than starting a business from scratch (with the high cost of entry and exit) entrepreneurs could let someone else manage the hard parts of business—product creation, warehousing, distribution, employee benefits, equipment leasing, property acquisition, etc—so they could concentrate on marketing the products and earn substantial streams of income for doing it.

When done right, Network Marketing is an enlightened, inexpensive way of getting more people involved in entrepreneurship and ultimately, in controlling their own financial destinies.

That's the GOOD news about Network Marketing.

Here's the BAD news.

By leveling the playing field—removing the barriers—lowering the bar—Network Marketing has attracted a lot of amateurs—beginning entrepreneurs who don't know how to build and grow a successful business. As these “newbies” stumble around getting started they make a lot of unprofessional mistakes.

Every profession has its code of ethics and standards of practice and certification. Doctors earn their diplomas. Lawyers have to pass the bar. Pro athletes have to make the team. That's what makes them professional.

It's time that Networkers adhered to their own standards of excellence and professionalism.

If I could wave a magic wand and transform this industry it would be to adopt a new professional designation of entrepreneurial excellence. "The PEN." The Professional Enlightened Networker.

To earn the PEN, a beginning Networker would agree to adhere to a Code of Commitments. At the very least, here are 5 areas of commitment.

Commitment #1. I commit to tell the truth.

If you're looking to build a respectable primary or secondary stream of income, Network Marketing would be high on my recommended list. But, as in any business endeavor, it won't be easy.

I hate it when I hear someone talk about how easy it is to build a fortune in Network Marketing. Easy money! That's a lie. A flat out lie. There is no easy money in this or in any other business. It's going to be hard yards from day one. Don't come in if you think the money will be easy. Stay away. It'll be cheaper—for all of us. Come in only after you understand the costs. My wife and I worked hard to build our downlines. It took several years. But now that the residual streams of income are pouring in, it's been the most lucrative thing we've ever done.

This is the truth:

It will be harder than you think. It will take longer than you hope. It will cost more than you want. But when you succeed, it will be worth more than you can possibly imagine. Can YOU handle the truth?

Commitment #2. I commit to plant realistic expectations.

The source of ALL disappointment in your life is unrealistic expectations. If people expect it to be fast and easy and then, find out that it's slow and hard they get disappointed and quit. And whose fault is that? The person who planted that false expectation in the first place.

There is so much disappointment with amateur Networkers because their expectations are out of whack. After all, this IS marketing. And any professional marketer will tell you that it's a numbers game and the numbers are extremely low. In other words, a direct mail letter will rarely find more than 1 in 200 people to pull out a credit card and buy something. One in a hundred is an excellent response. Two or three in 100 is incredible.

But beginning Network Marketers are encouraged to make a list of their 100 top friends with the expectation of signing up a bunch of them! Unrealistic! One sharp new associate out a hundred close friends would be an excellent response—even if you have the most exciting product on the planet. Two would be excellent. But if a person is not taught the true numbers, they run off to sponsor a few friends and find 99 rejections staring them in the face. After 20 solid rejections, they quit and blame the industry of Network Marketing. “It just doesn't work!” “It's a scam!”

I'll tell you what's a scam—an amateur who plants the unrealistic expectation that talking to a few close friends is all that it takes. Finding good, solid business associates is HARD. I would rather people expect that it will be hard. Maybe the hardest thing they've ever done. Then, if they discover that it's a bit easier than

that, they're encouraged. They want to forge ahead, through the tough stuff, until they succeed. And success is SO SWEET!

When I launch a new associate I tell this story.

“Imagine you go to your mailbox and find a letter from an attorney representing the estate of your long lost cousin. You've been left a million dollars in the will! But your cousin was an eccentric and put some stipulations on your million. He put the million in cash in a safety deposit box in a Swiss bank. The key to the box was placed in a small silver container and transported to the 20,300 foot level of Mount McKinley in Alaska, the tallest mountain in North America.

Here are the rules. You have 12 months from today to climb to the top to retrieve the key to your million. If the twelve months expire without you retrieving your million, the money will be given to someone else.

Got it? “

Now, I ask. “Would you climb a mountain for a million dollars in tax free cash? Yes? Are you physically and mentally prepared now? Probably not. What would you have to do? Train with a pro. Form a team. Work out. Practice on smaller mountains. Visit a psychologist to get rid of your fear of heights. Probably quit your job to focus on the task. It would undoubtedly be the hardest, most focused year of your entire life. But imagine you how you'll feel as you open that Swiss deposit box! You say to yourself, “The million is nice, but more that the money is the character I built while preparing for and making that climb.”

Well, this year will not be nearly as hard as climbing Mount McKinley but it will be hard, none-the-less. You might not make a dime for months. Are you prepared? But once the residual streams start to flow, you'll wonder why you could have ever been satisfied with a plain old paycheck. You'll feel good about the money but better about the person you've become. You'll never go back to the old world of 'job' income again."

At least, that's what happened for me.

Commitment #3. I commit to appreciate the real value of residual income

If it's slow and hard, just how much income can you earn at this? That depends on you. An extra \$1,000 a month. \$1,000 a week. Maybe even \$1,000 a day!

Now let's compare this to incomes from the "non-Networking" world. It takes a doctor at least 10 years of study and training to become a physician. The average doctor graduates with over \$100,000 in tuition debt. It takes several more years for them to be earning up to \$365,000 a year, or \$1,000 a day. That's a marathon with a big payoff!

Now, I don't want to plant unrealistic expectations so let's suppose, as a Network Marketer, it actually takes you ten years and \$100,000 in tuition debt to reach that level of income. Would it be worth it?

Maybe. But before you make your decision, realize the powerful difference between linear income and residual income. Doctors earn linear income. They only get paid when they show up. If they stop working, their income stops.

The income from Network Marketing can be residual...which means that it can continue to flow to you EVEN AFTER YOU STOP WORKING. Not even your high-paid doctor can say that. That's why doctors are joining excellent Network Marketing organizations in droves.

A thousand dollars a day in "doctor-type" income isn't nearly as powerful as \$1,000 a day in "Networker-type" income. A doctor-type check is just that—one check. But a Networker-type check represents a stream of future checks as far as you can see into the future. To say it another way, it's like having 5 million dollars in the bank earning about 7 percent interest.

Did you get that?

This powerful lesson came to me 4 years ago as I was driving home after delivering a speech to 1,000 people in Anaheim, California. The weather was horrible—a pounding rain storm. My car spun off the road at high speed and smashed directly into a stationery tree. I was moments from death. I ended up in intensive care in a coma. The doctors and nurses rushed to save my life. Orthopedic and plastic surgeons performed their magic at hundreds of dollars an hour. I was oblivious to their heroic efforts. When I awoke to see my family at my bedside, I was so thankful to be alive. And then I had a strange thought — while I had been laying there in a coma, I had been earning more money than all the doctors and nurses taking care of me. It felt good to know that even if I had died that night; my family would have continued to receive income from my efforts. Residual income transcends even the bands of death.

That's why you work hard to build your residual streams.....just in case there comes a time when you CAN'T work. You want the streams to continue to flow. **Don't you?**

Commitment #4. I commit to refuse to be offended.

This one isn't easy. Most of us are pretty soft and mushy inside. We hate rejection. We hate to look like fools. We hate to fail. And now, I'm telling you to prepare for a 98% failure rate?!

Actually, there is a simple way not to be offended. The answer lies in this sentence from Network Marketing guru, Tom 'Big Al' Schreiter;

“Amateurs convince. Professionals sort”.

Amateur Network marketers are always selling—trying to convince someone to join their team or to buy their products. No wonder they're so despised. Nobody likes to be sold.

Professionals never sell. They select. They have an image in their mind of the ideal member of their team. They are looking for applicants—someone who is already sold, already convinced. It's a subtle but profound difference—the difference between selling and selecting. People who select can't be rejected because they are the ones deciding who's in and who's out. If THEY don't qualify, YOU, as the professional, won't select them.

Did you get that? This is how professionals behave. Do you want to be a professional?

I'll never forget the first time I finally 'got it.' I was doing a 3 way call with one of my team members. They'd run a newspaper ad and had attracted a few interested people. We were doing one-on-one telephone follow up calls. The guy comes on the line. He's a bit surly. I don't like the tone of this conversation. I tell him we're looking for a certain type of person to play on our team. He asks me what kind of business opportunity this is. I tell him it has to do with a certain reputable Network Marketing company. He goes off on me. "You people," he snarls. "Selling expensive stuff to your friends and family." He's livid. I don't get offended—after all, this is exactly the way I used to feel. I don't try to convince him, or overcome his objections. I've made my decision. This is not my kind of person. I'm rejecting HIM before he has a chance to reject me. But just before I hang up I have a brainstorm. The words start flowing out of my mouth,

"Come with me on a quick trip into the future....let's say five years from now. You're driving up to your new house in your new car and you stop at the mailbox. You open the mailbox and find an envelope containing a very large check there. And you smile to yourself and realize that although you worked very hard for five years to earn those checks, you haven't actually done any work for the past six months. And the checks still keep showing up. Amazing, you think to yourself. You stand there in front of your new house and you hardly believe your new lifestyle.

Now, let me ask you a simple question. If that was you and that image was real, would you tell your friends and family about it? Or would you hide from them how you'd achieved this level of success?"

His answer to me was shocking. He said, “If that was real, I’d tell everyone I knew.”

“Well, sir.” I said. “That is exactly what happened to me. And that is exactly why I’m talking to you right now. I’m looking for a few sharp people who want to make that happen in their own lives. By the reaction you gave me earlier, you’re not the kind of candidate we’re looking for. If you know of someone who’d like to live that kind of lifestyle, please give them my number. I’m taking applications.”

There is silence on the other end of the line. I wait. He says, “What do I need to do to qualify?”

I hang up and my team member is amazed. There is no rejection, no failure, no embarrassment. I don’t allow it. I’m sorting for the kind of person who is looking for...even praying for...a once in a lifetime opportunity like this. They’re one or two in a hundred. But those one or two in a hundred are worth their weight in gold.

Commitment #5. I commit to finish strong.

Let’s review the real numbers again. 1 out of 100 is good odds. Two out of 100 is phenomenal. Get prepared for the 98 rejections that might be your experience. But realize that those few acceptances, if followed through, can earn you a fortune.

Did you notice the secret in that last sentence? Underline the words, ‘if followed through.’

Follow through—that’s the secret.

This is a country of quitters. We're great starters but lousy finishers. Do you want a formula for failure? Start strong, finish lousy.

Here's a better formula; start lousy (if you have to) but finish strong.

Better yet, here's the best success formula; Start strong, then finish even stronger.

Every weekend you can see the hoards of joggers bouncing at the start of some marathon. Have you ever run in a race like that? Everyone is all gussied up in their fancy jogging duds, head bands, T-shirts. It's all excitement until the gun goes off. Then, the herd thins out almost immediately. After a few miles, it's just you and the road and your determination. Many people start but most never finish.

This time it's time to finish. I don't care if you crawl across the line. But finish. If you said you want to make thousands of dollars a month marketing in your BookWise business, then drop your sprinters' mentality and get ready for the marathon. This is not a 100 yard dash. This is pain and blisters for 26 miles. When you cross THAT line, you've earned the right to wear your medal....but NOT UNTIL.

When it comes to Network Marketing, you need to make a 3 year pledge. Stick to it. Figure it out. The money is at the finish line no matter how long it takes.

Brian Tracy talks about the two most important characteristics of winners: optimism and persistence. Optimism is the belief that tomorrow will be better than today. Persistence is the willingness to keep moving even if it isn't.

Think Positive & Persist

And as a final note on follow through: Just as you expect your ‘newbies’ to never give up, they also expect that you will never give up on them. There is a certain type of networker who we call a ‘sponsor monster.’ They sign ‘em up fast and abandon them just as quickly. Their motto: If you throw enough spaghetti against a wall, some of it is bound to stick.

This is not enlightened. This is giving our industry a bad name. I want to grab those people by the neck and scream, ‘Don’t even bring them into your business if you’re not prepared to train and support them. If you love ‘em and leave ‘em, they’ll not only badmouth you, they’ll badmouth Network Marketing.’

Here’s the lesson: If you’re going to start them, then finish with them.

So let’s review.

I honestly believe that if more amateur Network Marketers were willing to adopt this Code of Commitments, it would do wonders for the entire industry. It would give the industry a more “enlightened” aura. Change wouldn’t happen overnight, but imagine a future, say five years from now, with hundreds of thousands of Professional Enlightened Networks committed to play the game with integrity, dedication, passion and excellence.

That’s the kind of game I want to play.

So. Are you ready to apply for your PEN designation—the Professional Enlightened Networker?

Let's review the qualifications:

- **I commit to tell the truth.**
- **I commit to plant realistic expectations.**
- **I commit to appreciate the value of residual income.**
- **I commit to refuse to be offended.**
- **I commit to finish strong.**

Let's do for the Networking industry what Disney did for the amusement park industry. Before him the amusement park business was full of shifty operators and tattooed carnival barkers. A low class experience. Disneyland became the standard to emulate. A clean cut, polished, high quality experience—the way it ought to be.

We need some more Disneys. It's time that a few leaders stepped up and brought Network Marketing out of its dark cocoon into a new butterfly reality.

Wanna play? It won't be easy. But it'll be worth it. Instead of becoming filthy rich, let's earn a huge stream of excellent, enlightened income together and transform our own lives and the image of Network Marketing forever.

“I’d rather have 1% of the efforts of 100 people than 100% of my own efforts.”

J. Paul Getty

The Ultimate Money Machine

By New York Times bestselling author, Robert G. Allen.

Marketing expert, Gary Halbert, used to say: “You can’t sell something you’re not proud of.” And I’m very proud of being the cofounder of a cutting edge network marketing company called BookWise.

BookWise is MUCH MORE than a business that markets books. BookWise is a business that markets home-based businesses. Each associate not only markets books, but markets home-based businesses that market books. So the target audience for BookWise is not only those who love books but also those who would love to become their own boss.

That’s why we refer to BookWise as “the Most Intelligent Home-Based Business in the World.” The love of books, and the love of business. When these three ingredients are mixed together, a chain reaction of explosive growth can occur.

What ignites this chain reaction are three important passions: love of books and personal growth, love of business and love of the BookWise method of doing business. I would hope that you take a look at what we’re doing with BookWise and become part of this revolutionary program!

Now, let’s continue with “The Ultimate Money Machine”!

Network marketing. Just saying the words conjures up lots of emotions for most people. You either love it or you hate it. Sometimes both. But just what is it? Is it a legitimate way to earn an extra stream of income? Could it even be the ultimate money machine? Let me answer by first asking you another question.

Have you ever been to a great movie or a great restaurant and told a friend?

That's called "word-of-mouth" advertising. Businesses love "word-of-mouth" advertising because it's 5 times more effective and 5 times cheaper than any other form of advertising, promotion or marketing. Network marketing is a way for businesses to leverage the power of "word-of-mouth" advertising.

Here's a hypothetical example. Suppose you recommend a great restaurant to your sister. Let's call it *Chez Bob*. Your sister and her husband make a reservation for dinner and during the meal, the waiter asks them how they heard about *Chez Bob*. They mention your name. How would you feel if the owner of the restaurant sent you a 'Thank You' letter and a coupon for a free meal in appreciation for your recommending his restaurant?

It would probably make you feel wonderful. The restaurant owner also explains in the letter that because of your recommendation, *Chez Bob* has gained a new long-term customer. This customer didn't come as a result of their Yellow Pages ad or their radio and newspaper campaign. Therefore, he wants to reward you for this new, "word-of-mouth" customer. Any time your sister visits his restaurant in the future, he will send you a check for 5% of the value of the meal as a continuing Thank You.

Sure enough, every several months you receive a small Thank You check. You're so impressed that you encourage others to visit *Chez Bob*. This generates more 5% "word-of-mouth" checks. After a year, you are receiving several small checks a month. You don't have to manage or operate the restaurant. All you do is recommend a great place to eat. The diner wins. The restaurant owner wins. You win. Win/win/win. After several years, you've help to create dozens of monthly customers which generates hundreds of dollars of extra, no-hassle income to you.

That would be nice, wouldn't it?

This is the theory behind Network Marketing as it is now called. I prefer to call it Relationship or Word of Mouth Marketing because it is as a result of the relationship that the word-of-mouth derives its power.

Business these days spend up to 50% of the price of their goods for advertising and marketing expenses. Instead of sending these advertising dollars to wealthy newspapers, magazines and television stations, several smart business have begun to share this money with their best customers. Every time one of their best customers influences someone to buy one of their products, they send this loyal customer a check. A sort of referral fee.

One of the most amazing success stories in the power of Word of Mouth Marketing is Amazon.com. Soon after launching this ground breaking Internet website, the folks at Amazon.com came up with a bright idea. Why not pay a referral fee to anybody on the Internet who sends customers to Amazon.com? They launched an "affiliate program" encouraging millions of web page owners to link their site to the Amazon.com site. If a web surfer visits an affiliate site and

clicks on the Amazon.com link and eventually buys a product at Amazon.....a small 3-7% referral fee is paid to the affiliate. This created tens of thousands of “satellite” mini-partners who have an on-going self interest in the continuing success of the Amazon “mother ship.” This strategic marketing move was one of the major reasons for the explosive success of Amazon.com. Now this model it is prevalent on the Internet. Maybe a better term for it would be Word of Mouse Marketing. ☺

Network marketing or “Word of Mouth” marketing works! It’s time has arrived. It’s the cool thing to do.

But the first time I heard about it, I turned it down flat.

But the first time I heard about Network Marketing I didn’t think it was very cool. I’m embarrassed to say—the first time I heard about it, I turned it down flat. Here’s what happened....

It all started with my wife’s best friend, Collette. She had just gone through a bitter divorce which left her with 5 kids, a huge attorney bill and no money. She needed some work, so I hired her as my executive assistant. After a few months, she came to ask my advice.

“Bob,” she says, “I’ve been talking to my brother about a company he’s involved with. He’s been showing me how I could make some extra income. I think I’m going to do it.”

“This isn’t network marketing, is it?” I asked.

“Well, yes,” she admits.

That’s all she had to say, and my mind snapped shut. “Don’t do it!” I warned her. After all, I was supposed to be the financial expert. But, despite my objections, she does it anyway. Says she has a “good feeling” about it. And sure enough, in a few weeks, she’d earned her first \$100 check. Then, her checks increased to five or six hundred. And then a check for a thousand dollars. Of course, I still thought she was crazy, but I wondered, “How is she doing this?” And then, as she informs me that she is quitting, she says, “Bob. I’m on track to earn \$100,000 this year.”

Now, this impressed me. I said, “\$100,000! How did you do that?”

“I keep telling you, Bob, this really works.”

I said, “Maybe it works for you, but I can’t see myself peddling products from door to door. Ding, dong. Your stuff is here.”

And she says, “It’s not like that at all. In fact, I just share my story. People get curious. They call a toll free number and order products, which the company ships to their front door. I don’t deliver a single product to anyone. The company does it all and I get a check.”

“Now, here’s the best part,” she says. “People keep ordering every month. And every time they do, I get more checks. But that’s not all. These same people just can’t help sharing their story. And when they do, I also get a small sliver of profit from those transactions, too. And so on. And so on. Now, there are thousands of people all over the world using these products—people I’ve never even met—and

every month, I get paid thousands of dollars as a result of my efforts and the efforts of hundreds of other people.

The Awesome Power of Leverage

Now, this really got my attention. I understood the power of leverage from my experience in real estate, where a small amount of money can put you in control of a large amount of real estate. But this was even more powerful. Collette was leveraging herself through the efforts of hundreds of other people. Since these people are located all around the world, she's earning income 24 hours a day – even while she's sleeping.

There is a quote I love,

***“Poverty is when large efforts produce small results.
Wealth is when small efforts produce large results.”***
David George, M.D.

That's a perfect description of what Collette was doing—small efforts, huge results.

Before long she was earning much more than \$100,000 a year. Only a small percentage of the families in North America earn that kind of money. It usually takes decades of full-time effort. Yet, Collette had done it in less than 18 months. More impressively, this income was residual.

“Bob, I'm telling you, network marketing works!”

One day she leaves a video at our house, and my wife and I pop it in the VCR and start watching. I'll never forget what happened. As I'm watching my intuition kicks in. It's whispering, "Check it out. This works!"

Have you ever had a hunch? When a part of you knows that something is right even though another part of you is still skeptical? Well, I usually listen to my intuition. It was a hunch just like this one that preceded every major surge in my fortunes from the writing of my all-time bestselling book to the launching of my successful training business. And when it came to that video, there was no question...my intuition was screaming, "Check it out!"

And so Collette calls the next day and asks, "Well, what'd you think?" Despite my strong intuitive hunch, I replied, "Sorry, Collette. I just don't think I'm interested."

To her credit, she didn't let my negativity stop her. She took my wife to lunch, and they decided to go ahead without me. I was so close-minded, I wouldn't even sign the application. But before long, the checks started to flow just like Collette said they would.

Blinded by False Information

Now, why do you think I voted against my own intuition at first? Perhaps it was because I had heard some negative things about Network Marketing...and without checking things out for myself...I made some snap judgments that turned out to be completely wrong. Perhaps it was because I didn't want to get myself, or my loyal readers, involved in some pyramid scam. But the real truth was, I was afraid of

looking foolish. I didn't want people to think I'd gotten suckered into some fly by night opportunity.

Well, that was 15 years ago. We decided to "check it out" and got involved. We eventually went on to earn several million "legitimate" dollars.

We've been involved in a lot of businesses over the years, but Network Marketing has been one of the most rewarding things we've ever done. We have no overhead. No debt. We maintain these powerful streams of income with zero employees. We don't even need a secretary. And it's completely portable, which means, I can run this business from my own home in my bathrobe...from my car phone in my jeans...or from a mailbox in Tahiti. It has very little downside. And the income is residual. .

When people ask me today if I'm involved in network marketing, I reply with a resounding...

ABSOLUTELY!

I don't know what your experience with other network marketing companies has been, but my experience has been FANTASTIC! Once the income starts to flow, it's like an oil well in your back yard. It just keeps pumping out profits. Looking back, I wonder how I could have overlooked such a powerful money-making idea for so many years. And I'm saddened how the same misconceptions that held me back are holding back so many other smart, reasonable, intelligent people.

Network marketing vs. Traditional Business

One of the reasons people are unsure about network marketing is because it is so different from traditional businesses. Suppose you wanted to be your own boss. You decide that it's time to start your own business. What kind of business should you launch? Let's assume that you love books and would love to open up your own independent bookstore so you could be surrounded by the books you love every single day.

After doing some preliminary checking you determine that it will cost you a minimum of \$25,000 to open up your own bookstore. It will also require that you sign your name to a lease, hire and train employees, purchase inventory, equipment, and shelving, get set up to handle credit cards and other banking services, etc. Still, after a few short months you could be open for business and be your own boss. It sounds irresistible. Should you mortgage your home for the \$25,000?

While you're in the process of deciding, someone tells you about BookWise. It's a new way to market books through the vehicle of network marketing. You find out that for less than \$100 you can become an associate and be up and earning income in a matter of days, not months. You have none of the hassles of taking inventory, doing books and managing employees. You have none of the risks of being responsible for leases and making payroll. All you need to do is introduce people to the power of books.

Which approach should you take; the tradition book store approach or the network marketing way?

Traditional Business

Large up-front start-up costs
Leasing office/retail space
Hiring, training, managing employees
Stockpiling and inventorying products
Shipping and/or delivering products
Must be open during business hours
Linear income (you must be present)
High overhead
High risk

Network Marketing

Small initial associate fee
Work from home
Zero employees
Little or no inventory
Company ships products to customers
Flexible hours.
Potential for residual income
Extremely low overhead
Extremely low risk

The advantages are obvious. But, perhaps the most compelling advantage is the fact that network marketing is designed to create multiple streams of residual income. It's feasible that with a few short years, you could even "walk away" with a substantial recurring stream of income with minimal involvement on your part. You don't normally earn "walk away" money in a traditional business.

But there are some disadvantages to network marketing. You'll be operating out of your own home, so you have to be self-motivated and disciplined. It might get lonely. But, that's OK. You can occupy yourself by counting all the money you've saved by not mortgaging your house.

Oh, yes, there is another disadvantage.

People who own traditional businesses (or work as employees in traditional businesses) will look at you as if you're crazy for considering the network marketing way of business. That's what I thought when my secretary introduced me to network marketing. I literally thought she'd lost her mind....and I told her so.

At that time I had a company with over 200 employees, a lease on a huge office building, a warehouse full of inventory, and a huge overhead. When the economy slowed down dramatically I had to shut the business down. It cost me a fortune.

As I was licking my wounds from this traditional business failure, Collette showed up and introduced me and my wife to the network marketing model. Although it still took me months to overcome my initial skepticism, I finally came around. I felt then, and I still feel, that she was a godsend to open my eyes.

Don't let close-minded people (like I used to be) turn you off. If done right, with the right company, for the right period of time, network marketing is incredible.

When I compare my network marketing income to the businesses I've owned and operated during the past 25 years, our network marketing business is the hands-down winner. I've owned restaurants, clothing stores, a chocolate factory, apartment buildings, commercial buildings, seminar companies, newsletter businesses, and direct mail, multi-media, and software businesses. I've invested in Broadway plays and independent movies. I've even owned a piece of a major NBA basketball team, the Utah Jazz.

But Network Marketing beats them all. My overhead is minuscule compared to my last company with 200 employees. Just the thought of going back to managing employees makes me cringe. I no longer need to pay salaries, benefits, social security taxes, workers comp, health care, retirement plans. To an ex-employer like myself, it seems like a miracle.

O.K. Bob, I'm convinced. What do I have to do to really make this work?

If you owned a traditional, independent bookstore, you'd need to attract many dozens of book-buying customers a month just to break even. How many customers will you need to find every month with BookWise?

Just one!

“What?!?!? How can I make money on just one customer a month?” you ask.

Well, your one customer needs to be a very special customer. I call that person a “president”—someone who wants to become the president of their own life. They're just like you. They want to be their own boss. They're tired of being an employee and earning employee-type money.

They don't want to commute to work anymore. They're tired of spending time and money on gas, insurance, and child care. They're sick and tired of the emotional cost...dressing up for work, getting stuck in commuter traffic, a grouchy boss, office politics, sacrificing their freedom for a few pennies of security.

I've always taught that there are two doors in life: The door marked security and the door marked freedom. If you choose the door marked security, you lose both!

When you add up the benefits of that “secure” paycheck and subtract the costs, there's not much left over. And all you've got to look forward to is another week just like the last one...week after miserable week...as far into the future as you can see.

Let me show you how to choose the door marked freedom. It's the door reserved for Presidents. The kind of income that presidents earn is a recurring stream of

income.... that can possibly continue to flow for years to come. Most people who toil in the working world have a hard time imagining this kind of income flowing into their lives. But those of us in the networking world see it happening every single day.

But for me, it's not the money. It's all about lifestyle. For example, my commute time from my bed in the morning to my office is 26 seconds....I know because I just timed it. This saves me an hour a day in commute time. That's an extra hour I can spend with my family. That's something you can't put a price tag on.

Now, when you're the boss, you get to choose the dress code. For me, it's my exercise outfit. And I rarely shave before noon. People on the phone or online—where I do most of my business—can't tell what I look like. And I like it that way. There are no office politics in my home office. Now, here's the exciting part....unlike the working world, there is no limit to the amount you can earn in the networking world. Low downside, huge upside potential. That's a good combination.

What quality of lifestyle do you want and what price are you willing to pay to get it? It takes a special kind of person, a person with presidential vision to step back from the pressures of working for someone else and say, "I don't want to live like this anymore." Even though you may be earning good money, can it be all that good if it's attached to a bad lifestyle?

So do you want to be the president of your own life?