

## **Eight Steps to Finding Your Perfect Opportunity**

So you are thinking about becoming an entrepreneur. You will need some information to guide you along. It's a big world out there, and here's a little map to get you on the way.

There are a number of topics you should research first. There are also a lot of questions you should be asking before you get involved in any company. I have, personally, taken almost ten years to make up my own mind and pick my perfect opportunity. The following information should help you get there a lot faster. I and many others have done a great deal of the "grudge work" for you. In this little book, I have tried to provide the information in simple facts of what I have learned myself.

There are many pros and cons to be examined closely before you decide your niche business. For years, I thought Internet marketing was made up of only "scams" and "pyramids". Boy, was I wrong. That being said, you must take the time to research any company in detail before you take a leap of faith. I suggest you do it in less time that I did.

The choice for me was made because of my family. Ten years ago, when I gave birth to my son, I started thinking that there had to be a better way. I couldn't stand leaving my child every morning, crying in the door of the babysitter's house. It broke my heart. I thought this really does not make a stitch of sense. I am leaving to go to work so that I can make money to pay someone else to take care of my child so that I can make even more money to provide for him. What! Society is a little screwed up my friends. Following the birth of my second child at age thirty-six, I dug my heels in and started the changes required to get my life

where I wanted it to be. The changes had to start with me. I decided to become an infopreneur, a creativity coach, and an author. Whenever I tell people about my books being published, they always ask me how I got to this point. They are amazed! Well folks, here is how you start.

### ***Linear Income V.S. Residual Income***

If you are currently working and looking for a supplementary income, you most likely are receiving linear income. To be linear means to follow along a straight line. You may have what you refer to as a “perfect job” right now, but until you realize your income line is straight and continuous, you will never be wealthy.

Wealthy people are no different than you and I, except that they do things differently, or in a “certain way”. Their secret is that they have more time. They also will tell you that the trick is to get yourself involved in a business that provides residual incomes and in multiple streams. When you work for someone else, more often than not, you get paid by the hours that you work or by a salary. The problem here is that you have just closed the gap on your earning potential. Even doctors and lawyers, who most often appear to be wealthy to the rest of us, have caps on their income. Even worse, their time is limited too.

Your first job, then, is to create another stream of income to the one you currently have. Further, the opportunity that you choose should have the capability to develop into additional streams of income. For example, take my situation. I recently became an agent with a personal growth and development company. I sell the same product and system that I use myself.

With training, I then teach it to others and have speaking engagements and workshops or seminars. From there I write a book, and so on, and so on. Get the drift?

So your first lesson is to make sure the business you get involved in can create multiple streams of income. Then residual income comes to you over and over again for your initial investments and marketing for others who get involved with your program. You are constantly creating new income streams as well, which in turn promote your original business as well. This will give you an undeniable route to success. You may work hard and put in a few extra hours in the beginning, but imagine how that continuous paycheck will make you feel five years down the road for work you are doing now.

## *Get Organized*

Once you begin researching opportunities, you open yourself to an overwhelming amount of information. Everyday I see new possibilities present themselves in my own life. In order to stay on top of all this information, I suggest you get organized.

Buy yourself a few binders, looseleaf and tab dividers. Set up your binders according to the businesses you are looking into. Make sure you have all of your contact information, backgrounds, compensation plans, etc., all in one place. That way, everything is in its proper order. Once you start searching, you can quickly become overwhelmed. Sometimes even now, I still have papers all over the place. I have learned to manage my activities so that I have one night per week to just sit and organize everything.

Not only do you need to organize your research, you need to organize your finances. Any business you get involved in

usually has start-up costs. This can be anything from company affiliate websites, to start-up packages for business presentations. You are going to have to spend a little money to make money.

That noted, make sure all of your insurance coverage packages are up to date. Next, take the time to consolidate any payments you can. From there, figure out how much capital you have to work with and formulate a budget and business plan. All kinds of little expenses arise along the way like business cards, phone bills, travelling expenses, etc. These are where your money can dwindle off and most people do not take the time to think about these. Advertising these days is not cheap either – although there are ways around that. If you can, take an evening to talk to a financial advisor and get “all of your ducks in a row”. You will be glad that you did.

### *Picking Trends and Timing*

The key word to this chapter is trends. Right now the entire world is on a trend to becoming self-employed. Did you know that I recently read a statistic stating that 45 million people are now working from home in North America. More importantly, this number is expected to hit over 95 million in the spring of 2009! Due to downsizing and the lack of job security, more and more people are deciding to work on their own.

The biggest at-home job trend is marketing. This includes network marketing offline and on the Internet. This is big business folks. Most people either love it or they despise it. No matter what your current feelings, it cannot be dismissed.

If you have ever attended a home “party”, purchased from a company like *Avon*, or referred a client to your bank, then you are already a participant in network marketing, whether you realize

it or not. The way it works is very simple. Someone gives you a sample product or video about their business and you try it. They follow up with you and if you like it you can be a part of the same organization or business and generate your own income. If not, so be it.

The main point to grasp about this type of an income generator is that it can create multiple streams of wealth that, in turn, can create residual incomes. You pass out your samples, sign up some new people, and now they sell the product also. Even after you have gone on to another investment, you can still make money. “No brainer” right? It is not for everyone though. Many people do not agree.

The second thing to note about trends and timing are your products. Everywhere you turn, companies are now selling supplements and health items. Why? Because the timing is right. Everyone on the planet is concerned with their health, the environment, and how to get a better life. This too, you must remember when choosing your opportunity.

The companies I am involved with, for example, are both involved in the Health and Wellness industry. This industry is growing beyond the imagination and is a multi-billion dollar one. This is where you need to focus your attention.

## ***Training***

One scary statistic you will hear over and over again in any marketing business – especially Internet marketing – is that 95% of all at-home businesses fail. Unfortunately, that statistic is often all people need to hear. They put their tails between their legs and scurry off to some form of cover never to want to look out again. As they say, “been there, done that”. Eventually though, I did look out again. I thank God every day that I did. From there, I

started looking for ways to help myself. That led me to discovering just how important training is.

Although it is only one word, “training” is similar in context to the word “nice”. It is far from specific and it can cover thousands of areas. For now, we will concentrate on two types of training – company offered training and, the most important of all, You.

One of the greatest benefits people want from the choice to work from home is to be their own boss. They can take time off whenever they want and can make all the decisions about their own business. This, however, can sometimes prove to be a negative thing as well. Some people find it lonely. You have to remember another basic principle here. But if you pick the right business from the beginning, you will quickly learn that you are never alone.

Before you sign on any dotted lines or click anything in your browser, always check on the training provided by your company or sponsors. There should be marketing training with inexhaustible resources. There should be coaching and a contact always available. Member forums for online marketing strategies should also be included. In our current society, we are working with a global network. If Internet marketing is not an option, that should warn you that you may be doing a lot of work on your own. There should also be multiple training sessions for offline marketing such as meetings or three-way calls. Everyone needs to know they are not alone and that there is always help available. The more training available, the better off you will be success wise.

All of this discussed, we come to the most important thing of all. All training starts with YOU. If you are not prepared to change your current mindset and take a risk on a business, you will

not succeed. Anyone, “who is anyone” will tell you that. You must decide to change your mind about everything you have ever been told about working from home, the negative success rates, the scams, etc. If you do not break down the conditioning you have been programmed with up until now, what do you think is going to happen? Your results will remain the same as they currently are, and your business cannot succeed. You may make some extra money here and there, but you will never reach your true potential and neither will your business.

### *Company History*

One of the first questions I get asked on a regular basis is how did I find a legitimate company. This led to how to work with a business on the Internet. Well, again, it was research. You will always have studying to do.

The first questions I usually asked myself was how long had this company been in business? Who backed and endorsed it? Who is currently involved and why did they decide to participate? Can I find someone local to talk to about it?

For example, when I chose to become an agent for *The Secret Science of Getting Rich* program (*SGR*), I asked these same questions. The same questions were asked again when I became a consultant for *Arbonne International*. I used them yet again when searching for my publisher. When I investigated, all had different results, but I used the steps throughout this e-book to determine if these possibilities were right for me.

With regard to *SGR*, the program was only in the pre-launch stages. I knew of no one else involved, so I could not find anyone local to ask about it. However, I was well aware of who developed, endorsed, and backed the program. The people

involved in its development are very successful individuals in all different fields. The program also was launched during perfect timing. The whole globe is talking about it. I “*knew*” – from a business sense this made the beginnings of a very wealthy and fulfilling business.

As for *Arbonne International*, well it had a growth rate of 200% both years for the last two years alone. The company is fairly new to my own area, so the room for expansion is immense. The company itself has been in business for 28 years and is now expanding worldwide. The success of this company is worth recognition.

Now, I ask that you take a moment to “think outside of the box” here. All of these questions need to be presented so that one is informed. It is important to note that you must always remember the basics. Any choice you make will depend on your belief, faith and passion. Intuition, whether you realize it or not, is a guide that you should listen to. If something does not “feel” right – chances are it isn’t. If you get a negative feeling, but are not quite sure, check out some more information. If after your research you start to get excited and “fall in love” with your idea, then hold on to that feeling no matter what and I can tell you now that you will be a success. If not, move on, another bigger and better break is just around the corner. I tell you this because I have experienced this over and over again in my own life. I have worked in retail, accounting, advertising, education, and marketing. I’ve done a lot of personal research, and I have seen others “jump on the cart” when it’s rolling, only to fall off. They picked the wrong ride for the wrong reasons. Trust your little “voice”.

### ***Product Item and Selection***

There are so many products and companies to choose from, it truly is amazing. You can start your own business with everything from groceries to books. You can take something you created yourself, such as a hobby or craft and market it. The possibilities open to you really are endless.

One of the keys to success in any business is actually a very simple one. Every millionaire will tell you the same thing. Find something you are truly passionate about. If you are fascinated with health and wellness, look into nutritional companies or growth development services. If you like make-up and beauty products, then do that. If you are concerned about your environment, look into what's available in that area. The main thing is to pick something you like first. Then go on to the next step.

Once you have figured out what business you want to be involved in, you must check the “essential level” of the items or products. For any business, success depends on how essential the need for that particular product or service is. Moreover, it must be something that is required for everybody every day; or at least for people who believe they need it and will use it daily. Consumption is the element here. This is why such companies as *Arbonne International* have an average growth of 200% per year. They know their products are exceptional, and they have a high essential rate. Representatives in companies like this one can be very successful.

Again though, remember your passion. The more you love a product, the easier it is to sell it. I worked for almost ten years in jewellery retail. My sales were very high in some departments, not so great in others. The higher sales were the pieces and products that I believed in. (Lucky for me they were the higher ticketed items). If you want true success – love what you have so that you can give that energy out with the product. Emotion sells.

One more important thing to note about products - you do not want to be stockpiling them in your basement or garage. Pick a company who ships direct regardless of what opportunity you become a part of. Believe me, over the years in the craft industry, my parents and myself have had rooms busting with supplies and inventory. Space issues are dangerous. When I say that, I am not talking so much about fire hazards or health issues either. When you have too much stuff everywhere, you lose focus. Clutter and inventory cause feelings of stress and anxiety. This will affect your mental ability to be on top with the enjoyment you could be having by working from home. You lose the enjoyment – you lose the passion. There, in turn, there goes your success.

### *Investments and Capital*

Remember earlier how I mentioned how important it was to get organized? This can make you or break you with regard to your finances. If your “ducks are not in a row” when you get started, you are sailing into very rocky waters. This includes all of your finances, not just your business’ working capital. I will stress again, I suggest you get a financial advisor. Make sure everything from home insurance, payments, and banking information is in order. Know what to spend so you can budget what you can invest in your business before you start.

Next – make a business plan. This should include the capital you already have on hand to invest, as well as any money you plan to spend for the success of your company in the future. Expenses such as business cards, brochures, websites and Internet hosting services should all be accounted for here. Take time to investigate advertising and marketing systems and their costs. This can drain your bank account very quickly if you are not informed.

Once you have your business plan in place and your spending budget on paper, calculate your estimated expected income. Take a percentage of this calculation and make a plan to re-invest it into your business. As your business grows, you will be glad that you did. This money will allow you to also invest in other opportunities that will present themselves along the way.

Now for the nitty-gritty. When you decide upon your passion, your idea and you have some options you have decided to look into; you next need to figure out how much you will spend for up front start-up costs. Every company and affiliate program is different. Most of the businesses I have researched that meet all the basic criteria for successful outcomes, will cost on average about \$1500.00 to \$2000.00. You have to be informed here. Many affiliates allow you to join for very little or no costs, but usually there are a lot of services not offered as a free agent, or there are hidden costs in the agreement and terms. For example, a few health companies I have looked into in the past had everything going for them, including a low start-up or joining cost. The problem was in the fine print. You may be required to order a minimum of products every month. Most often than not, this monthly order combined with a low start-up ending costing about \$1500.00 to \$3000.00 out of the consultants' pocket per year. If you want a supplementary income and are using the products yourself, this may not be bad for you. Just be aware to always read the fine print. Personally, I read everything. You know those little pop-ups and check boxes that ask if you "agree to the terms, then proceed"? Most people just check them and never bother to read through them. I do, and I suggest you do the same.

### ***Compensation Plans***

Most at-home businesses use a break away or stair-step compensation plan. Basically, you as a representative or agent

recruit other people who you sponsor and train. You make your income from the products you sold them. As they have signed up for the business with you, they become your down-line. As these people sell products, you make a commission percentage from their sales, and so on and so on. It is very similar to that Pert Shampoo commercial from the 1980's – “you tell two friends, and I'll tell two friends, and they...”. Some companies go two or three tiers deep, some more.

Marketing compensation plans change all the time. Companies are moving away from these multi-tier plans to uni-level plans or two tier plans. No matter what the plan is, the question for you to ask from the beginning is how many people are needed to enrol for you to start to make an income. The lower the number of required enrolees, the better it is for you. The higher the income of these enrolees the better and this becomes the icing on the cake. For example, the *SGR* program operates its compensation plan in two tiers. For every first tier enrolee, the affiliate receives an income of \$500.00. Anyone who is involved in multi-level marketing gasps when they hear this because it is an exceptional income amount for this type of program.

One of the best resources I have come across to aid in the understanding of compensation plans is *Multiple Streams of Income* by Robert G. Allen. Allen is a multimillionaire himself and, he too, was a skeptic in the beginning with regards to multi-level marketing programs. He states in his books and seminars now that whenever anyone asks him if he is involved, he says, “Absolutely! I'd be crazy not to!”. In *Multiple Streams of Income*, he puts the compensation question like so:

“here are the questions you would ask before you join any company:

‘how many customers do I need to enrol to be

able to earn \$500.00 month in extra income?’ The lower the number, the better. If it’s relatively easy for the average person to earn a steady income, it will be easier for you to grow your business.”

Robert Allen makes a *lot* of money. I love his books as his research and analysis are an easy read. Now you know another reason why I chose SGR.

There are a few more questions you should ask about compensation. Follow these through. It will always be to your benefit to take the time to be informed and then you have no surprises coming to you later.

- 1) When, how often, and for what items do you receive commissions?
- 2) Do I get discounts on products? If so, how much of a discount and how does that affect my sales and commissions?
- 3) What is the actual compensation structure? What are the levels and requirements for advancement?
- 4) Are there bonuses and incentives?
- 5) Are there sales taxes and do I have to submit them for my independent business?

With regard to the last question, a lot of companies submit sales taxes, but not all of them do. You will need to know this before tax day comes. This is another good reason to take the time to interview and discuss your options and concerns with a financial advisor. Tax day could get really ugly for you if you don’t!

### *In Summary*

In the end, whatever you choose, make sure it is the “right fit” for

you. Remember what I said about passion and falling in love with your idea. If you can visualize your success, which is usually pretty easy when you do something you love, then you are well on your way. Keep that vision with you at all times – never lose sight of it. Listen to your little voice and avoid the nay-sayers. You can be a success if you train yourself first, follow a few simple steps, and keep your focus. I truly wish you abundance and success in all that you do, and I hope that this little book has helped you out in some way.