

# THE PERFECT BUSINESS

A PRACTICAL GUIDE FOR FINDING  
THE RIGHT BUSINESS FOR YOU



This book is dedicated to all of you who are in pursuit of a better life.

Portions of this book were taken from  
[\*Staying Up in Down Times: How to Thrive in the New Economy.\*](#)

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# Introduction

Congratulations! If you're reading this book, more than likely you have recently taken a look at one, or more, business opportunities, or perhaps you will in the near future. As someone who has started several businesses, I applaud your efforts. In my opinion, business ownership is the only way for regular people to ever have a shot at time and financial freedom. I applaud you.



My name is C.S. Hughes, and for the next few minutes, if you'll allow me, I'd like to be your coach and help you find the perfect business for you. I'll start with my story.

In 1999, I was a 27 year old, college drop out, waiting tables at Chili's Grill and Bar in Ft. Worth, Texas. I was living far below the poverty level, earning less than \$300 a week in tips. I was behind on all my bills and obligations, and felt the bankers grip getting tighter and tighter around my neck. Something had to give, but I didn't have the time, money or desire to go back to school. And, the thought of getting a second job when I was already so miserable with one job, made me quiver. So I began considering different businesses I could start.

Having spent more than a decade working in a restaurant, my first thought was to open my own. I wondered what would be required to buy my own McDonald's franchise. After about 5 minutes of research, I learned a McDonald's would cost me about 1.6 million dollars, and I was about 1.6 million dollars short of 1.6 million dollars. So my idea of owning my own McDonald's was short lived.

I wanted a change so bad. I wanted to be person of influence. I wanted to feel like I was making a contribution in the world. I was driven and ambitious, but had two perceived limitations. I didn't have a lot of time, and I had very little money. I often thought, *Where does a guy like me go to change his life? Who cares if I don't have time, money, a degree, or special skills? There's gotta be an opportunity out there for me to do well!*

So I started looking, and I mean really looking. I didn't know exactly what I was looking for, but I was looking nonetheless. I scoured the newspapers and magazines. I listened

to every cockamamie pitch that came my way. I stayed up late flipping through the channels looking for yet another money making infomercial. But finally, I found it. And since then, I've earned millions of dollars and my life, compared to how it was back then, is unrecognizable.

In a later chapter, I tell you what I found, as well as the rest of the story.

The balance of this book is about what I have learned over the years that will help you make a great decision as you search for a business, or a way to enjoy a better life. I freely pass it on to you. Let's start the journey, shall we?

# Chapter 1 - Welcome to the New Economy



As I write the second version of this book, it's the latter end of 2010. The great recession is finally "over," but unemployment is still at 10%. Does that seem odd to you? I know that unemployment is not factored in when determining the beginning and end of a recession, but it still seems odd that 10% of our nation is out of work, yet our Gross Domestic Product, the total output of our goods and services, is up enough to end the recession. Weird huh?

The recession may be "over," but there are still millions of disoriented, unemployed and under employed people all over North America. Many consider that we are still in down times.

The reality is, we're not in down times. We're in new times. We are in a new economy, with new rules and new ways of thinking and being. The coming years will prove to be very turbulent. But the future can be very exciting for those of us who

are able to quickly make the shift from the old economy to the new. And I've written this book to that end. To help you, and as many people as I can, make the shift from the old economy to the new, and into the highest levels of prosperity and freedom you've ever enjoyed in your life.

## **Paradigm Shift**

We need to realize we are not experiencing a minor, or even major, change in the world. It's a monumental paradigm shift in the way we live, make money and interact in the market place.

A paradigm shift is defined as a radical change in personal beliefs, complex systems or organizations, replacing the former way of thinking or organizing with a radically different way of thinking or organizing. The shift has already occurred, it's just that most people don't know about it.

If you and I were face to face, and I held out my hand wherein was a pair of dimes, and I asked you to tell me what these two dimes were worth, you would probably say 20 cents, but you would be wrong.



What you did not notice in your haste to answer the question was that this pair of dimes were minted in 1956 when dimes were made of 90% silver, which would make these two dimes worth more than \$2 each. Remember this paradigm or “pair of dimes” analogy. We can’t just make a snap judgment about the world we live in. We need to educate ourselves. We need to study the past, the present and the future. We need more information.

### **The Rules Have Changed**

These changes aren't an anomaly. This isn't the first “new economy” we've ever experienced, though it's certainly the most revolutionary. Over the past century, the rules of the economic game have changed dramatically. In my great grandfather's day, the vast majority of the population were independent, meaning, they didn't rely on anyone, or anything else, for their financial welfare. They were farmers, ranchers, blacksmiths, carpenters and masons. They were their own bosses. This era was called the Agrarian Era, which has been the main form of socio-economic organization for most of recorded human history.

In my grandfather's day, he left the farm mentality to work on the railroad. This was during the Industrial Revolution. This was a massive paradigm shift in economic thought. Whereas an Agrarian Society is based on agriculture as it's prime means for support and sustenance, the Industrial Society taught that opportunity no longer lay in the fields, but in the factory.

The Industrial Society was driven by the use of technology which enabled mass production and created millions of jobs around the world. Over several decades, there was a mass migration from the farm to the factory, and for the first time in world history, a majority of the population were putting their hands out waiting for another man to fill it.

As a kid, my dad often heard about what a great opportunity the railroads represented. When he was old enough, like my grandfather before him, he went to work for the railroads. Later in life, he abandoned the industrial mentality for a desk job with benefits. He made the transition into the Service Revolution which began following the Industrial Revolution, and supported the large population of workers living in urban areas and working in factories. This again was a new way of living and thinking.

When I was a young man, my dad lost his good job and benefits. Noting that we were well into the Information Age, and seeing the changes on the horizon, I abandoned the job mentality and became an entrepreneur.

Over the course of 100 years in my own family, and throughout the world, we have gone from independent to dependent. We went from a time where if a man wanted more money, he put his hands to the soil, to a time where he puts his hand to the boss, the corporation, the government or to the picket sign. And today, we have come full circle. If you want to thrive in the New Economy, you must once again become independent. If

you're hanging onto an agrarian, industrial or service job mentality, I invite you to prepare to join me in the Information Age and the New Economy.

## Chapter 2 - So You Want to Start a Business?



One of the major characteristics of the New Economy is the dramatic shift from being dependent on a job, to independence where we run our own business and work for ourselves. Many people want to start their own business, or know they should, but have no idea what they should do. This is where I come in. After having studied and been active in the marketplace for more than a decade, there are only two business models I could, in good conscience, recommend to the general population. The first, is franchising.

WikiPedia defines franchising as: A method of doing business wherein a franchisor licenses trademarks, and tried and proven methods of doing business to a franchisee in exchange for a recurring payment, and usually a percentage of gross sales or gross profits as well as the annual fees.

Put more simply, if you want to own a McDonald's, you pay McDonald's Inc., a million plus dollars to get started, plus a percentage of every dollar you earn, as well as other fees. They in turn provide you with proven systems that work, if you work the system.

Subway, Duncan Donuts, Dominos Pizza, Jiffy Lube and Papa John's are a few examples of other franchises available. According to WikiPedia, there are more than 1,500 franchisors operating in the U.S. alone. One out of every 12 businesses in America is a franchise business. A new franchise business opens every 8 minutes of every business day. The Financial Times says that if sales by US franchise businesses were translated into national product, they would qualify as the 7th largest economy in the world.

I like franchising because it's a copy-paste business. But they are very expensive, very risky, and there is no guarantee you will get the money and the time freedom you are looking for.

Case in point, recently my son and I went to a Lowes Home Improvement Warehouse to pick up some paint for a project we were working on. There was a Chicago Style hot dog stand just outside the entrance, so we picked up a couple Super Dogs for lunch. I started a conversation with the guy who was making our food, who I



learned was the owner of the stand. In our brief conversation, here is what I learned.

- ◆ His little hot dog stand is a franchise, like a McDonald's or Subway, only not a McDonald's or a Subway.
- ◆ He invested \$50,000 one year ago to start his business. Plus, he has to pay Lowes rent every month for the space he takes up on their sidewalk.
- ◆ He earned \$49,000 in his first year.
- ◆ He works 7 days a week, about 56-60 hours.

Now, let's evaluate his situation. First, I acknowledge him for starting a business. That's great! He's the proud owner of his very own hot dog stand. He invested \$50,000 to get it started, and said to have made \$49,000 in his first year. He didn't say if this amount was gross or net, so let's give him the benefit of the doubt and say that he made \$49,000 profit, after all his expenses were paid. That sounds pretty good right?

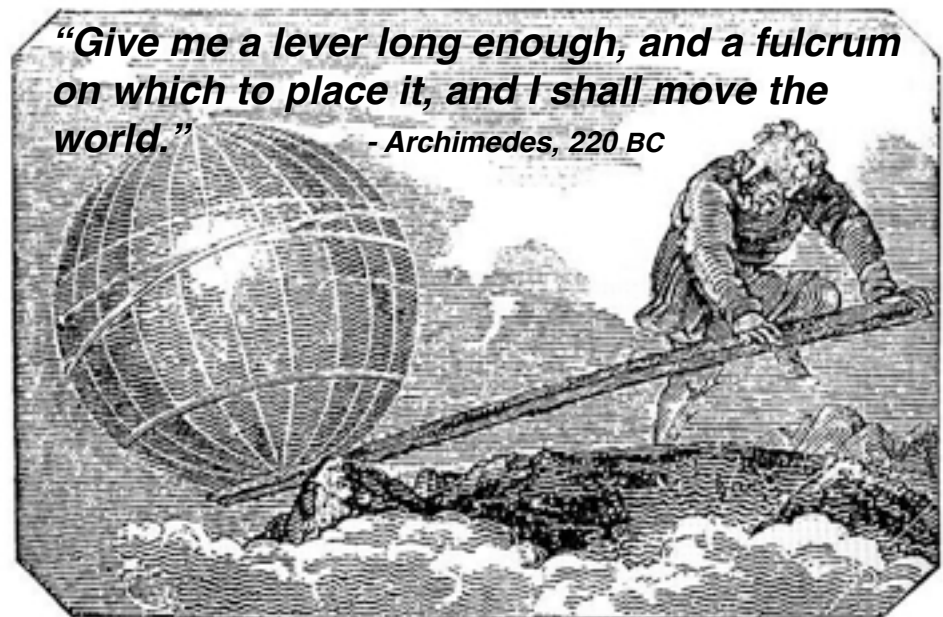
Look at the final bullet above. He works 7 days a week, sometimes as much as 60 hours! Even if the \$49,000 was all profit, at 60 hours a week, that averages out to about \$16 an hour. Not bad huh? Well that is if he shows up every day, 7 days a week, for 52 weeks a year.

The reality is, he doesn't own a business. His business owns him. If he doesn't show up to sell hot dogs, he doesn't get paid. Chances are, he could make a lot more than \$16 an hour working inside Lowes, rather outside schlepping hot dogs. He could make more money, work less hours, take more time off, get some benefits, paid sick days and vacation time. This hot dog business scenario is much more common than you would think. It's almost cliché. People hate their jobs, so they decide to start a business. They get suckered in by the first opportunity that knocks on their door, and the next thing they know, they're selling wieners 7 days a week!

Don't make this mistake! This is why I'm writing this book. It saddens me to see people think they are embarking on the American Dream, only to discover a terrible nightmare. By teaching, or reminding, you of one simple principle, I can help you avoid some major heartache and disappointment, and enjoy more income, more freedom and more success.

## Principle - Leverage

Leverage in business is being able to earn money, and get work done, whether you are personally involved or not. If you can't leverage yourself, don't do it. Now the wiener guy could have easily gained some leverage by teaching someone to run his stand for him, but if he did, he would then have payroll to meet every week, which would result in even less profit.



The following are some better examples of creating leverage.

### Leverage Example #1

Bill Gates has incredible leverage as a big business owner. Do you have any of Bill's stuff on your computer? Yes? Was he present when you purchased that product? No? Did he get paid anyway? Yes! That's leverage! He wasn't even there, yet he got paid.

### Leverage Example #2

Let's say rather than giving this book away, I offer it for sale on a website for \$27, drive traffic to the site and sell 3 books overnight.  $3 \times \$27 = \$81$ ! That's not a bad day not at the office! I wasn't physically present, but I got paid. This is leverage.



### Leverage Example #3

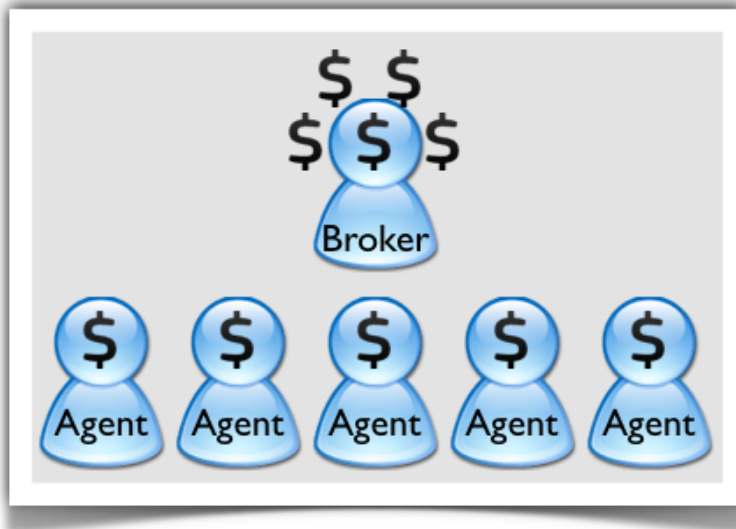


Is Elvis Presley alive or dead? We're pretty sure he's dead. Very dead. And he's been dead since 1977, but get this. His estate continues to earn tens of millions of dollars per year in royalties. According to MSN, Elvis Presley earned \$55 million dollars in 2009 and he's been dead for more than 30 years!

He recorded *Blue Sued Shoes* one time, but has gotten paid thousands or even millions of times. Every time someone downloads one of his songs on iTunes, and every time his songs play on the

radio, and every time someone purchases one of his CD's, his estate gets a check. He's dead, but he's getting paid.  
That's leverage.

#### Leverage Example #4



In real estate, there are brokers and agents. The broker recruits the agents and teaches them how to sell real estate. When the agent sells a property, the agent gets paid. The broker also gets paid. The broker gets a little commission for every property his or her agents sell. The broker might have been playing golf while his agents sold a house. That's leverage!

Franchising is certainly a good business model, and you do have leverage, but you also have massive overhead, payroll

and a handful of pimple cheeked teenagers to baby sit. Franchising is a decent option if you have plenty of cash and even more confidence. But remember, if the biscuit guy calls in sick, you gotta get up and make biscuits. Franchising is good. But there's a better option.

## Chapter 3 - Home-based Businesses

One of the best business models I've seen for creating leverage, is the home-based business model, otherwise known as direct sales or network marketing. I prefer the term network marketing.

Network marketing gives you many of the benefits of owning a franchise, but without the enormous up front investment, the massive overhead, the squabbling teenagers, and you can work from home!



Do you remember in my introduction when I told you that I found something, and that I would tell you later what it was that I found? I found network marketing! And even though I had no clue what I was doing when I was new, because of the support and training the company offered, in less than one year I was able to earn enough money to quit my full time job. After 11 years of building that business, I acquired the education, skills, confidence and capital to fulfill a lifelong dream of becoming an author, speaker

and success coach, which is leading me to additional fortunes and fulfillment.



I feel strongly that network marketing is the best available path for us mere mortals to be able to live the life of our dreams. Unlike the days of old, the profession has matured into a very respectable and lucrative occupation. The profession, as a whole, has come into it's own. It's a thriving profession with more than 56 million people participating

worldwide, who produce more than \$100 billion dollars a year in revenues!

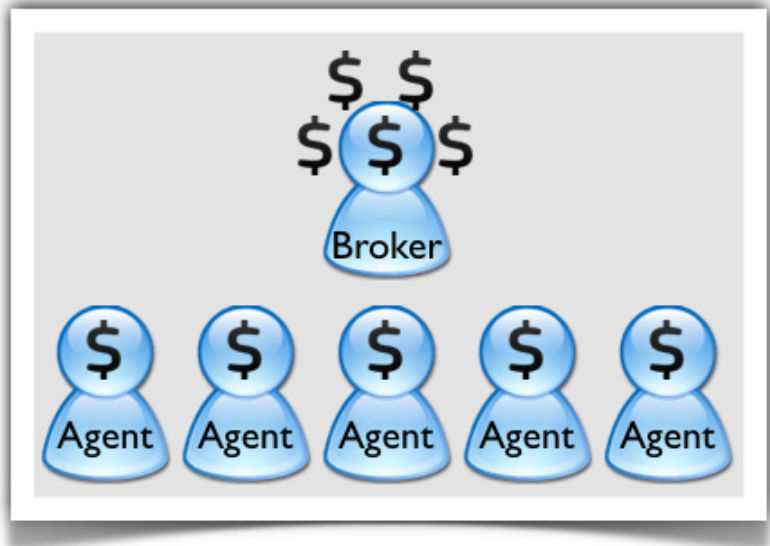
For those who don't know much about what network marketing is, let's look at something you may be more familiar with- real estate.

As I presented earlier, in real estate, there are brokers and agents. The broker recruits the agents and teaches them how to sell real estate. When the agent sells a property, the agent gets paid. The broker also gets paid. The broker gets a little commission for every property his or her agents sell. Pretty cool huh?

So, if you were in real estate, what would you want to be, a broker, or an agent? Of course you would want to be a broker! Why? Because you'd make more money! You earn money every time one of your agents makes money, whether you were involved in the transaction or not! This is leverage.

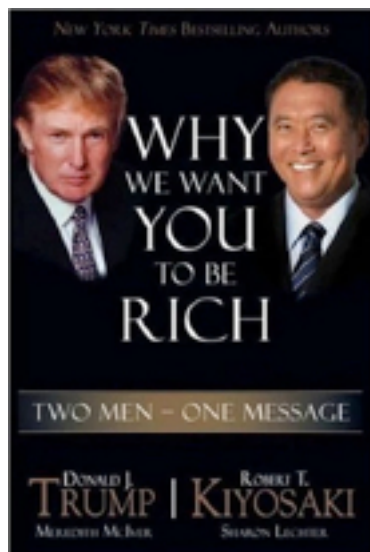
If you were a real estate broker, how many agents would you want to have? As many as possible, right?

Why? So you can have more leverage. And more leverage equals more money and more free time!



Network marketing is very, very similar to the illustration above. If you want to be an agent, you can be. You just get started with a company of your choice and begin marketing their products or services, and get paid for doing so. However, if you want leverage, the privilege of eventually earning money whether you work or not, you want to learn how to position your self as a “broker.”

In most network marketing companies, when you bring on a few “agents,” and share a certain amount of the product or services, the company will promote you to a “broker,” which will allow you to earn income on the efforts of your agents....whether you are present or not, even when you sleep! I highly recommend network marketing, but I'm not alone.



Microsoft, Citibank, Toyota and many other companies distribute some of their products through network marketing companies. Why? Because it works. As a result, the profession has gained the attention of some of the worlds wealthiest people.

Warren Buffet, the third richest man in the world, has built his wealth by investing in companies. At least one of those companies is a network marketing company. Recently, multi-billionaire Donald Trump and deca-millionaire Robert Kiyosaki wrote a book entitled, *Why We Want You To Be Rich*. In it, they both recommend network marketing. As a matter of fact, they devoted an entire chapter to it. The chapter is called, “Why We Recommend Network Marketing.”

**Robert Says:**

*Where could you find a business that will invest the time in your education, your personal development and building your own business? The answer is: most network marketing businesses.*

*...So you need to ask yourself, ... "Am I willing to go beyond my comfort zone? Am I willing to be led, and willing to learn to lead? Is there is a very rich person inside of me, ready to come out?" If the answer is "YES," start looking for a network-marketing business that has a great training program.*

*Network marketing companies are patient. One of the beauties of a network marketing business is that it will invest in you, even if you are not successful. In the corporate world, if you are not successful in six months to a year, you are often fired. In the network-marketing world, as long as you are willing to put in the time, most companies will work with you in your development. After all, they want you to get to the top.*

*Leverage the systems that are already in place. These systems are already tried and proven, which allows you to hit the ground running instead of trying to build the internal systems of a new company.*

*Generally, it costs much less to get started in a network-marketing company, than to build a business on your own.*

**Donald Says:**

*Network marketing has proven itself to be a viable and rewarding source of income, and the challenges could be just right for you. There have been some remarkable examples of success, and those successes have been earned though diligence, enthusiasm and the right product/service combined with timing.*

These are strong endorsements from some of the most powerful names in business. If they're for network marketing, I don't know why anyone would be against it. Well, actually I do, and we'll discuss that in the next chapter.

## Chapter 4 - Is Network Marketing a Pyramid?



One of the reasons some people don't start a network marketing business, even though they are excited about it and can see the opportunity, is because someone along their path has convinced them that network marketing is a pyramid. Let's first answer the question. No network marketing is not a "pyramid." Pyramids are illegal, and anyone participating in one can be put in prison (with the exception of social security and the lottery). This question is really one fueled by ignorance. Most people who label this profession a pyramid are more interested in hearing themselves talk than they are in truth and accuracy.

An illegal business pyramid, for those of you who don't know, operates in secret and in the dark. It's a money game, with money changing hands without a product or service being offered. The sales pitch of an illegal pyramid sounds something like this:

"Hey, I just started this new business. It's totally legit, I've already looked into it. And, my friend's brother is a senator from Chicago, and I have a letter from him saying this is a good business. It's awesome man! Here's the deal. What you do is, you give me \$2,000 and then go out and find 3 people who will give you \$2,000. And when you do, you will have tripled your investment virtually overnight! And it's easy to find 3 people to give you \$2,000 because they'll get to triple their investment too! Everybody wants to do it! So are you in, or what?"

This is what people mean when they say "pyramid," if they know what they mean at all. Pyramid companies, which recruit into their scheme, are no more network marketing than the Armed Services are network marketing. Recruiting people does not equal network marketing. Again, it's an ignorant question from an ignorant mind. I don't mean that disrespectfully. By ignorant, I just mean that they don't know what they don't know.

Just for kicks and giggles, let me share with you how I handled this objection when I was building my network marketing business. Here's how the conversation would look between me and let's say my friend, Bob.

**BOB:** This sounds great, but isn't this one of those pyramid companies?

**ME:** Pyramid company? (And I look at them cock-eyed like a dog that saw something he thinks he's interested in, but he's not sure.) What do you mean by pyramid? (I make them tell me their definition of a pyramid. This is where they display their ignorance.)

**BOB:** You know, one of those things where the people at the bottom do all the work, and the people at the top make all the money.

**ME:** You mean like your job? Where the CEO makes all the money, and you and all the rest of the people at the bottom do all the work? No! It's nothing like that. Is that what you mean by pyramid?

**BOB:** (baffled) Uh.....um....no that's not what I mean. I mean like, one of those things you have to pay to get into, and then you get people underneath you to do the work.

**ME:** Oh! You mean like McDonald's where you invest a million bucks to get it started, and you get people to make the fry's, the burgers, and to sweep the floors? Yeah! It's a lot like that, minus the million dollars to start, and you can do it from home!

I always loved doing that and seeing that dazed and confused look on their face. I could almost hear them thinking, "What the heck did he just do to me?" Good times!

Clearly, network marketing is not a pyramid like your family, the government and your job. Unlike the corporate world where you're given a wage and a position, and you can't get a better wage or position until someone above you gives it to you; in network marketing, if you want a raise or a promotion, you can give yourself one! If you want to earn more money than the guy or gal above you, you can do it! And, if you want to out earn the CEO, you can do that too! It's incredible!

In my network marketing business, there were people above me, who had been in the business way longer than I'd been, who were earning less than me. Did you get that? They were "above me," but I was making more money than they were. And, there were times when people below me, made more money than I did, even though I was "on top."

A few years ago, my buddy, Rick, ran into an old high school friend of ours named, Jeff. Jeff asked Rick how I was doing. Rick told him that I had started a network marketing business, and had become a millionaire. Jeff was stunned and ignorantly justified my success by the fact that I "got in at the very top." What Jeff, nor Rick, knew about the company I chose, was that it was nearly 3 decades old before I ever showed up!

In network marketing, you don't get paid according to when you got started, or where you are in the food chain. You get paid in direct proportion to the value and service that you bring to the market place. If you bring no value, you make no money. If you bring little value, you make little money. And if you bring massive value to the marketplace, you can make massive income! I have friends who earn millions of dollars per year, again, not because of when they got started, but because they are bringing big value to the marketplace.

No, network marketing is not a pyramid. What it is, is the most fair and ethical business model available anywhere. Let me explain.



The illustration above is the typical corporate structure. There are a few things I want to point out.

Notice it's shape. This is a pyramid. Also, consider who makes the most money. The CEO, the person at the top, right? And who does most of work? The people at the bottom.

Think about this. Who do you know who has started at the very bottom of an already established business, and worked their way up and ended up owning the company. I'll give you a minute...

As rare as it is for us to start at the bottom and go all the way to the top, this is what we attempt to do our entire lives in the corporate structure. As author, Stephen Covey said, "If the ladder is not leaning against the right, every step we take just gets us to the wrong place faster." This is why so many people can work for 40 years in the corporate structure, and retire at or below the poverty level. If success and comfort in retirement was their goal, they had their ladders against the wrong wall.

If you want to make more money in the corporate structure, what do you do? Bring more value, as in network marketing? Not necessarily. All you need to do to earn more money in this structure is to move higher up; get a promotion... and it doesn't matter how you do it.

In this structure, you can get a promotion in a myriad of ways. You can get a promotion by tearing others down, starting lies and rumors about your superior, sleeping with your boss, blackmailing your manager, by picketing if you're part of union, or by

playing politics. And yes, you can get a promotion the old fashioned way, by earning it through providing more value to the company.

As I indicated earlier, in network marketing, you get paid for one thing and one thing only, and that's bringing value to the marketplace. You can picket all you want, but you won't make a dollar more.

In a corporation, the only way for you to reach the very top, and become the CEO is if the CEO dies, quits or is fired, and you are liked enough by the board to get voted in. In network marketing you start out as the CEO on day one. In the corporate structure, there is only room at the top for one or two people. In network marketing, there's unlimited room at the top.

Network marketing is fair and ethical because the only way you can become successful is if you actually earn it. You can't reach the top by force, or demand. You can't do it by being promiscuous, unscrupulous or underhanded. And you can't do it at the expense of others, but only in the service of others. It is truly an enlightened way to do business.

## Chapter 5 - Need: The Secret to Creating Wealth



As a kid, I can remember my dad telling me, “If you can find a big problem in the world, and come up with a solution, you can become very wealthy.” As an adult, I concur. One of the most important aspects to consider when choosing a business, is the need for the product or service in the marketplace. In other words, do people need, or at least really want, the product or service? Is the product or service a good

solution to a big problem, or as my friend Jeff says, “Is it just an excuse to launder money amongst friends?”

For example, many years ago, there was a company that was selling \$20 gold coins for \$80. Can you imagine? There was no need in the marketplace for an \$80 gold coin that was only worth \$20. The company created a need by saying, “We’ll pay more for less, but in so doing we will stimulate the economy, which is good for everyone!” Can you imagine? This company, nor its leaders, were filling a need. They were merely playing a money game, and it’s no surprise this company is out of business. Having said that, there are many examples of businesses, and business leaders, finding a massive need, filling it, and becoming very wealthy in the process.

Sam Walton observed that folks in rural areas were being neglected by major merchants, and were paying premium prices for every day products. So, he put Wal-Marts in almost every small town in America. He filled a need in the marketplace.

At the turn of the century, the music industry was in a panic. With the advent of the internet, and other advances in technology, millions of music connoisseurs were no longer purchasing music, they were “stealing it” from websites like Napster and Limewire. Along comes Apple CEO, Steve Jobs. He created the iPod and the iTunes store, and single handedly restored order and billions of dollars to the music industry. People really wanted digital music. Steve Jobs gave it to them. He filled a need in the marketplace.

In a time where smut was on every talk show on television, Oprah Winfrey arrived on the scene with stories that warm the heart and bolster the spirit. She has since become one of the richest women in the history of the world! She filled a need in the marketplace.

If the people don't need it or really, really want it, they won't buy it from you. Especially if they can get a comparable product at Wal-Mart at a fraction of the cost. Keep looking until you find a company that has a product or service that is in demand in the marketplace, is filling a real need, and makes sense to you.

## Chapter 6 - Race Horses and Plow Horses



There are two types of network marketing companies available to you. Start-ups (race horses), which are new and unproven, and mature companies (plow horses), which have passed the test of time. Start up companies (race horses) can be very exciting, but can also be very risky. Most new network marketing businesses are out of business within their first 5 years. Granted, people with network marketing experience, who are very business and socially savvy, and who “get in early,” can make a fortune with the right start up company. The down side is, they’d be wise to save their money, because most start up companies don’t survive. Many of these new businesses grow very fast and are fueled by hype. You hear the leaders saying things like:

**“Get in on the ground floor!”**

**“Get in now before it’s too late!”**

**“You want to get in now, so you’re at the top, not the bottom!”**

**“If you don’t get it now, you’re going to miss out on the tidal wave that is coming!”**

There are a lot of tactics that start-ups use to create a buzz in the market and the reality is, they work. Many who get involved in the early stages claim to have the ride of their life. But, all too many end in disaster. Typically, these companies will get shut down by regulators because they structured the business the wrong way, or will run themselves out of business in less than 5 years. The destruction they leave in their wake is gruesome.

In addition, start up companies have a different culture than that of a solid, time tested company. The culture of a start up is very “hype-ee.” And the leadership can be very unstable. Many of the top leaders in a start up operation are people who have been successful in the network marketing industry. They may have just left a previous company to be a pioneer in the start up. If the start up is not all that they hoped it to be, they are off to yet another start up in hopes of finding the proverbial pot of gold.

However, with all of this said, if you are lucky enough to find a start up company that lasts, it can be a very good thing, but the odds are stacked against you. Companies that are at least 5 years old make a lot more sense to me. There is never a guarantee of longevity, but older companies are going to be safer than start-ups. Generally, the older and more mature the company, the better your odds are of finding a company that you can put your heart and soul into building and have it pay you for the rest of your life.

These more mature companies, or plow horses, have been proven over time. They've already experienced and overcome all their major growing pains. They've had the necessary time to work most of the kinks out of their systems, and can showcase hundreds of success stories of those who have cleared the way for others to follow to success.

One final thought. Growing up, my dad used to say, "Son all you have is your good name. Take care of it." That's good advice, and certainly relevant for this discussion. Over the years, I've seen so many people join start up companies, promising the world to their friends and families, only to have that unproven business go out of business. For this reason, I am a big fan of older and more mature companies. If you're going to put your name and reputation on the line, be certain that you choose a company that will be around to pay you and all the people you share the business with.

## Chapter 7 - What's All That Stuff in Your Garage?

Like all traditional businesses, in network marketing you'll either be offering a product or a service. Below is a list of the majority of product categories offered by product companies in the network marketing industry:

- ◆ Vitamins/Supplements
- ◆ Jewelry
- ◆ Candles
- ◆ Educational Products
- ◆ Make-up and skin care products
- ◆ Soaps and household cleaners
- ◆ Kitchenware
- ◆ Weight loss formulas

The following is list of service categories offered by service companies in the network marketing industry:

- ◆ Internet and Phone Services
- ◆ Long Distance Services
- ◆ Mortgages/Real Estate
- ◆ Legal Services
- ◆ Insurance and Financial Planning
- ◆ Travel Agents
- ◆ Identity Theft Protection



Some people like product companies because they like being able to offer a tangible product that people can see and touch. It's common for product companies to have a very low initial start up cost for your distributor kit and training, but often you are expected to purchase hundreds, sometimes thousands, of dollars of product. Additionally, many product companies offer higher commission amounts if you enroll in the "auto-ship" program, where you're "automatically" charged for more products every month. Normally between \$100 - \$300 a

month. If you use, or sell, all these products every month, or are able to give them away as samples, these auto-ship programs can be very convenient, but most people end up with closets and garages full of products.

There are many great product companies out there. For more than 10 years, I have taken products from network marketing companies strictly as a customer. And, you can make good money in a good product company.

I, however, prefer service companies, simply because you are offering a service, not a product. Whereas some distributors for product companies like having samples to give away or share, I see this as a negative. I was never interested in carrying a bag full of goods around town. When offering a service, all you need is a good brochure or other marketing tools, an application and some basic product knowledge. I'll talk more about this in Chapter 12.

The reality is, the way to make big money in network marketing is the same way McDonald's Inc. makes big money. McDonald's Inc. doesn't sell hamburgers, they sell franchises that sell hamburgers. If McDonald's Inc. couldn't find anyone to purchase their franchises, McDonald's Inc. would go out of business. And you are not any different. For example, if you join a company that offers basket weaving classes simply because you have a passion for basket weaving, you will find it very difficult to recruit others into your business, as there are very few people who would be interested in this type of business.

As you are looking for a company to join, whether it be a product or service company, join a company that is sensible and palatable for the majority of people, and not just something you have an interest in. Because in the end, if you want to make significant network marketing income, you won't be sharing products and services nearly as much as you'll be sharing the business opportunity. So find an opportunity that people from all walks of life can be interested and engaged in.

Two more tips before we go to the next chapter. Whether you choose a product or service company, be certain that the product or service is consumable and renewable. Typically, product companies offer a consumable product, meaning every month customers will consume the product and need to order more. This is what you want. If the product is not consumable, you can't get paid over and over again.

For example, if your company sold cars, that would not be a consumable product. You would get paid one time for selling the car, and wouldn't get paid again until you sold another car. However, if you sold gas, you could get paid several times a year from one customer since gas is consumable.

Most services offered by service companies are renewable. Some of the more popular service companies with renewable services include phone services, internet services, cable services, satellite services, legal services, identity theft protection services and other insurances and membership programs. If your customer wants to continue to have access to their phone, internet, cable, satellite, attorney and want to remain covered by the insurance plans, they've got to pay their bill every month, which means you can get paid every month for a one time transaction! And to make it even easier, almost all companies allow your customer to pay by bank draft or credit card, so it's all automatic!

And finally, be a product of the product or service. Whatever company you choose, use the products and services. One time a man asked me if he could do the business

without buying the service. This was my reply. “Well if you’re asking me if you’re ‘allowed’ to join the business without buying the service, the answer is yes. But I won’t sponsor (recruit) anyone who doesn’t buy the service. I find that one of the main reasons people fail in our business is because of lack of belief. If you don’t believe enough in our service to buy it, you’ve set yourself up for failure.”

Be a product of the product or service.

## Chapter 8 - Timing! Timing! Timing!



Real estate professionals often recite this mantra, “Location! Location! Location!” In real estate, the value of a property is all about it’s location. Typically, a good location equates to a good selling price.

You’ll pay a lot less for an acre of land in the California desert than you will for an acre on the beach in Orange County. It’s the same in business. You can be an acre in the desert, or an acre on the beach. If timing, or the need, is not right for the product or service you want to represent, you’d be better off getting a second job, or trying your hand at some other venture, perhaps even selling hot dogs.

This is one of the things that start-up companies use to spur growth. “Get in now while the timing is good!” they say. However, the timing in which you start with any company is much less important than market timing. Let me explain.

All the children born immediately after World War II are referred to as the “Baby Boomers.” There were 76 million baby boomers born in the United States from 1946 to 1964, and a billion around the world. As we discuss the subject of timing, little will be more important than positioning yourself in front of those boomers and the generations that follow. Today, there are a billion people between the age of 41 and 59, and they have a lot of money!! 65% of all the money is controlled by the baby boomers.

Every year for the next 15 years, millions of these boomers will be turning 65. So if we can figure out what 65 year-olds want and need, we can take a 15 year joy ride making big money serving these maturing baby boomers!! What do 65 year-olds want? What do they need? What are their concerns?

First and foremost, they are concerned about paying their bills after retirement. Many of the boomers have lost their life's savings and investments in the recent real estate bust and stock market crashes. Most baby boomers don't have enough money in the bank to provide them with the standard of living they are accustomed to. Sadly, this is why we see elderly people working as greeters at Wal-Mart.

Network marketing is a viable option for baby boomers. They have lots of life experience, they know lots of people, they need money, and are concerned about retiring comfortably. Boomers are concerned about their health and getting older. Helping boomers enjoy better health, and looking and feeling younger will be a massive business.

Another major concern boomers have is legal matters such as wills, trusts and estate planning. The boomers, like the rest of us, have no idea when they're going to die, but they know for sure that they will, and the older they get, the closer to the pearly gates they get. Companies providing these types of services stand to make a fortune.

Identity Theft is also a major concern of boomers and subsequent generations. Over the course of 60 years, boomers have shared their private information with countless companies, organizations and institutions. Doctors, dentists, hospitals, universities, credit card companies, internet companies, phone companies, utility companies, car dealerships, banks, credit unions, the DMV and the government all have the boomer's (and yours and mine as well) names, social security numbers, addresses, dates of birth and perhaps even mothers' maiden names! The threat of identity theft is very real, and companies providing assistance with these issues will do very well.

How old the company is when you join them is far less important than the timing/need of their products and services. Look for companies that will allow you to participate in the 15 year joy ride of filling the needs of the baby boomers.

## Chapter 9 - Show Me the Money!

*"Money is not everything, but it ranks up there with oxygen!" - Zig Ziglar*



In the movie *Jerry Maguire*, Cuba Gooding Junior played Rod Tidwell, an NFL wide receiver who was disgruntled with his contract. Before he hires Jerry Maguire, played by Tom Cruise, to be his new agent, Rod tested Jerry's resolve by making him yell, "Show me the money!" Both Rod and Jerry were dialed in to the same radio station all the rest of us are: WIIFM. Better known as, What's In It For Me? Like Jerry and Rod, we all want to make more money. Research shows that more than 95% of the people who join network marketing companies do so for the money.

I really believe that you could pick any time-tested company and make money there, but only if you are willing to stay for the long term and follow the companies proven system. But, just like cars, some are faster than others. Some pay more up front, and less down the road. Some pay more down the road, and less up front. In general, these businesses take time to build. That doesn't mean you won't make money along the way, because you will, or at least you should.

Let me give you three great questions to ask as you are considering what company to join.

**Question #1 - Does your company have anyone making \$50,000 + per year by selling the product alone, without recruiting anyone?**

This is important. If the company in question has distributors earning more than \$100,000 per year for selling the product/service, you have a winner! This means they have a real product or service that obviously make sense to the end consumer. In many companies, it is impossible, or highly unlikely, to earn over \$50,000 a year without hundreds or thousands of distributors on your team. So, if there are people earning a full time income without a a big team, imagine what you could do with a team!

**Question #2 - As a brand new person in the business, how much money do I get paid per sale?**

This is very, very important. Will you receive a fair percentage of the money you collect from your customer, or is most of it going “upline,” or to the company. For example, I’ve seen some companies that pay 60 cents to new distributers who sell a \$60 product. That’s bananas! If you see a compensation plan like this, run! Having said that, most companies are very fair.

**Question #3 - What happens to my money and my business when I die?**

This is a critical question. Some companies terminate your business should you pass on. Others will allow you to will the business to your spouse. And, there are even companies that have such incredible vision that they will allow you to will your business to your children, and they can will it to theirs, and so on.

If you’re doing network marketing for money, you want to make sure they show you the money!

## Chapter 10 - “Why I Gotta Pay to Work for You?”



As a kid, I tried my hand making money selling lemonade. Later, I would make money shining my dad's shoes. As I got a little older, I made money by mowing lawns and painting people's addresses on their curb.

What I didn't realize as a kid, is that someone had to pay for the lemonade, the shoe polish, the lawn mower and the paint. The old adage that it takes money to make money is more often accurate than it is inaccurate. To start a legitimate network marketing business, you will be required to make an investment of both time and money.

One day, I got an email from a girl who expressed interest in making some money. I called her and shared some information with her about my business. When she learned there was an investment to get started, she asked, "Why I gotta pay to work for you?" The question was so ignorant, I should have just hung up, but I always tried not to prejudge people, so this was my reply.

"First of all, you don't 'gotta' do nothin'. Second, should I decide to *let you* join my team, you won't be "paying" for anything, you'll be making an investment. There's a big difference between paying for something and investing. And finally, you won't be working for me. You'll be investing

in your own business. You'll be your own boss and you will work for yourself and no one else."

Most network marketing companies will charge anywhere from \$10 to \$1,000 to get started. This is legal, honest, ethical and even wonderful! It's awesome that these companies allow us the privilege to use their name, market their products and tap into their proven systems for a low investment. As I indicated earlier, it's not much different than owning a McDonald's, minus the million bucks and the store front.

When it comes time to actually investing in a network marketing business of your choice, I personally wouldn't invest more than about \$500, since most of the legitimate companies I have studied charge less than that, not to say those which charge more are illegitimate.

I would stay around \$100 - \$300. This should include your training kit as well as your initial product or service order. However, if you find a company you feel good about and it rings your bell, go for it, even if you have to pay a little more.

Some companies today are enticing people to join their business by advertising that the business is free if you buy the product. Recently, a friend pitched me on a business he was looking into. It was free to join, and everyone who joined the company after you was put on your team. At first glance, it would seem that all I had to do was just order product, and the money would start flying in. But in the fine print, I learned that I would never get paid for anything, no matter how many people were “under me” until I recruited 3 people who bought the product. This requirement is perfectly sensible, but it was nowhere in the video presentation. It’s my opinion that it was intentionally omitted, so as to appeal to the “something for nothing” mentality that so many have today.

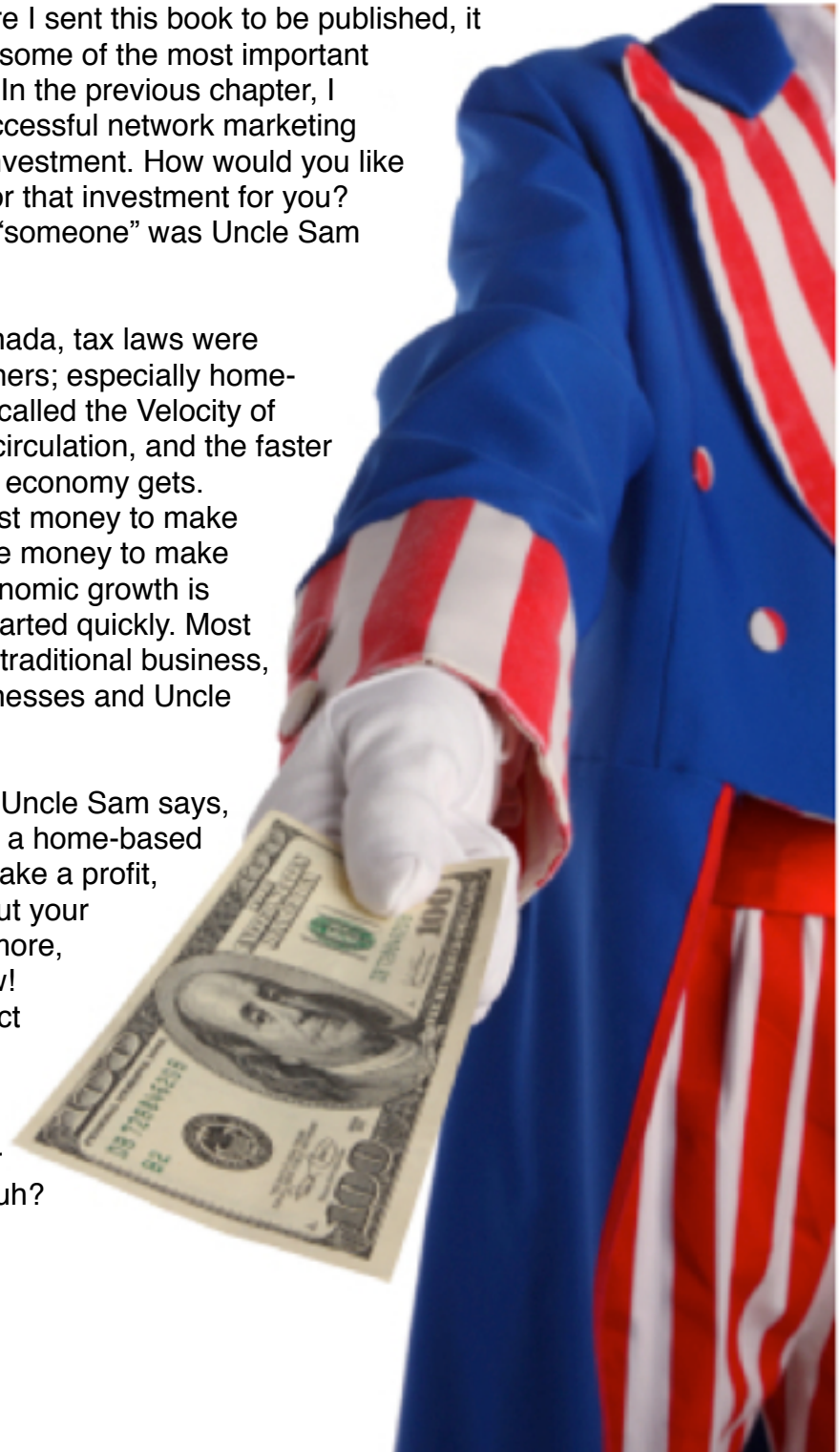
Beware of these games because there are a lot of them. Yes, to build a successful network marketing business, you’ll need to make an investment, but you don’t need the games.

## Chapter 11- Uncle Sam Will Pay You To Start and Run a Home Business

At the very last minute, before I sent this book to be published, it dawned on me that I left out some of the most important information I have to share. In the previous chapter, I discussed that building a successful network marketing business would include an investment. How would you like to have someone else pay for that investment for you? Better yet, how about if that “someone” was Uncle Sam himself?

In the United States and Canada, tax laws were written to favor business owners; especially home-based business owners. It's called the Velocity of Money. The more money in circulation, and the faster it circulates, the stronger the economy gets. Home-business owners invest money to make money, then they invest more money to make more money. The key to economic growth is getting a lot of businesses started quickly. Most people can't afford to start a traditional business, and that's where home-businesses and Uncle Sam come in.

It's called an “Ethical Bribe.” Uncle Sam says, “If you agree to start and run a home-based business, with an intent to make a profit, and keep good records, I'll cut your taxes by \$3,000 - \$6,000 or more, every year- starting right now! Furthermore, I'll let you collect part of your additional Tax Refund every couple of weeks all year long, rather than having to wait until after April 15th!” Sounds great, huh?



Here's how it works. Your number one expense is not your home or rent, it's taxes! As a home-based business owner, many of the things you are already paying for, or may need to purchase in the future, will become tax deductible. In other words, Uncle Sam will "pay you back" for money you spend on these things, which means you'll pay less taxes resulting in more income in your pocket!



For example, when you start a home-based business, your investment is tax deductible! Your cell phone and home phone become your business phones: tax deductible. Your home internet service becomes your business internet service: tax deductible. Much of your travel and even vacations can become tax write-offs, if they have a qualified business intent. You can even write-off a portion of your mortgage or rent, because your business is taking up space in your home!

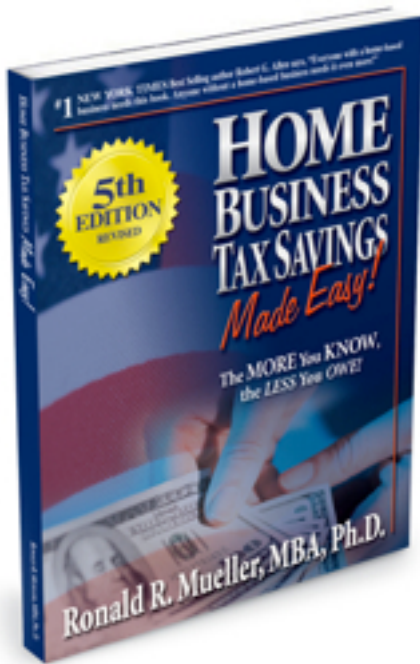
Right now, you work, pay taxes and spend what is left of your income. As a home business owner, you can work, invest in your business, and only pay taxes on what's left over! This is one of the biggest secrets of the wealthy. They pay taxes after they have spent and invested as much of it as they can. The poor and middle class pay taxes before they ever even get paid. Sound familiar? Uncle Sam takes his share out of your paycheck before you ever even see it!

The average home based-business owner will typically have \$300-\$600 a month in legitimate business write-offs, which equals massive tax savings. This is money you are giving the government each year since you don't have a home-business! How would like to start bringing that money home, right away? Here's how.

As soon as you add up all your write-offs/tax savings, you can go into your HR department or payroll office at your job, fill out a form called a W-4, and begin putting an extra \$300 - \$600 a month back into your pocket, beginning with your very next paycheck! You'll start getting part of your additional tax refund in every paycheck, all year long! It's like putting an extra \$100 in your pocket every week! This is how you get Uncle Sam to pay you to start and run your own home-business. These are just the tax savings. This amount does not include all the money you can actually earn from building your business. Let me say this another way. Every week you wait before you start a home-based business (network marketing business), you are throwing away \$100!

To learn exactly how to do this, I will refer you to one of my good friends and my wealth mentors, Dr. Ron Mueller. He has written the only complete, plain English, step by step guide, to home-based business tax deductions, and it's authorized by congress. I recommend his book to everyone who is either in a home-based business, or even considering starting one. When you find out how much money you are needlessly paying in taxes every year, you'll wish you started a home business years ago!

Pick up a copy of this book at the link below, and get Uncle Sam to pay you to start and run your new business.



**BUY NOW!**

**[www.unclesamwillpay.com](http://www.unclesamwillpay.com)**

## Chapter 12 - Training, Tools and Support



Now that you know how costly it is not having a home-based business, you're probably more motivated than ever to get started, but we're not quite done yet.

### Training

As you search for the perfect business for you, it's vital that you find a company that provides the proper training, tools and support. Training is one of the most critical aspects of success in network marketing. You want to make

sure the company you choose has an ongoing training program that will help you develop basic business building skills, product knowledge and leadership development. You will be astonished at the skills you can gain, and the knowledge you acquire in the network marketing profession. When you find the right company with the right training, I encourage you to attend as many of these trainings as you can, so you can master the business sooner than later.

### Tools

In Chapter 7 where we discussed product and service companies, I said:

*One of the draw backs of service companies is that potential customers can't try before they buy, so you either need to be really good at conveying the value of the service, or your company will need to have some really powerful marketing tools to help you make the sale.*



I *always* recommend service companies over product companies, but especially if the service company has great "3rd party" marketing tools that do the presentation for you. The definition of a 3rd party tool is anything but you. You would be considered first party. Anything other than you is 3rd party. 3rd party tools would include CDs, DVDs, websites, recorded calls, brochures, and live presentations.

Several years ago, my friend Tom invited me to lunch. He

picked me up, and after 30 minutes of driving, I said "Kind of a long drive for lunch, isn't it? Where are we going?" He explained that he was taking me to his new business partners mansion in Escondido, CA. I knew immediately that I had been bamboozled, but just smiled through the minor disappointment. I always liked to know what was going on in the industry, so I actually got a little excited about what I was going to learn about.

Sure enough, it was a mansion indeed. 30 years old, and a bit run down, but a mansion none the less. When we settled in the living room, my friend's business partner went to work shmackin' his lips and pounding his white board pitching me on a Travel Company that was going to, "put Priceline, Expedia and Travelocity out of business." He had no tools, not even a brochure. Somewhere between 2 and 3 hours later, he stopped talking. "Thanks but no thanks," I said, "I'm hungry." They didn't even feed me. Don't do that.

A couple things to note. 1. My friend's business partner lived in the old mansion long before he started his network marketing business. He was using his house as a symbol of his success, with the intent to impress people into his business. That may have worked for me when I was 13, maybe 14, but not after that. Next, his presentation was lackluster, and terribly long. But even if it was great, that would have been even worse, because had I decided to join his business, duplicating his presentation would be virtually impossible for a new person. (As a side note, the last I checked, Priceline, Travelocity and Expedia were doing just fine. In 2009 they did nearly 9 billion dollars in combined revenues.)



My friend Jeff, who has earned 10's of millions of dollars in network marketing, taught me what he refers to as filters of duplication. He gave me 7, and I've added an 8th. I call them the 8 Filters of Duplication. If you want to build a really, really big business, when

you're sharing your business with your prospects, they need to be able to say "yes" to the following 3 questions, which are the first 3 of the 8 filters.

**1. Can I do what you just did to me?**

**2. Do I have time to do what you just did to me?**

**3. Am I willing to do what you just did to me- to my friends, family and neighbors?**

These are critical questions. If you do some fancy, one hour long, hard charging presentation because your company doesn't have marketing tools, which should do much, if not all, of the presentation for you, your prospect will be thinking to himself:

*"This sounds great, but there is no way I can do what you just did to me! Besides, I don't have the time. And who would I talk to? There's no way I'd do to my friends, family and neighbors what you just did to me."*

These people will tell you "no" even if they absolutely loved your presentation. Napoleon Hill, author of *Think and Grow Rich*, one of the best selling books of all time, said, "What the mind of man can conceive and believe, he can achieve." If you're prospect can't conceive, or see themselves doing what you did to them, they won't.

The rest of the filters are as follows:

**4. Can a dud do it to a stud?**

This is important because most of the people who join your business will not be successful, super motivated, well connected leaders. Most of them will be average people with under-developed skill sets and confidence. They need an "easy way" to share the business with people they look up to.

When I started the business, I was a dud. If as a dud, I tried to do a one hour sales pitch to the rich guy at church, he would never have it. Take it from me- I've tried it. In the early days of my career, I tried to do a fancy presentation to a wealthy business man (dud to a stud). He stopped me less than 60 seconds into the presentation and ended the meeting. That's why tools are so important, because a dud can recruit a stud if he uses them.

For example, I went to a friend of a friend's house, who was a multi-millionaire. I was incredibly nervous. I told him I wanted to get his opinion on something. This was a long time ago when we were using VHS, before my company had DVDs. I showed him the VHS which told him all about my company, how long it had been in business, the need in the marketplace, the product, the compensation and the timing. When the video was over, he bought the service and joined my team! Today, there are thousands of people in that organization, and that could have never happened without good marketing tools.

**5. Will this work 4, 5, 6 levels below me?**

**6. Will this work long distance?**

Let's say you're one of these people who can sell anything to anyone, and you tell everyone on your team, "Just bring them to me! I'll recruit all your friends for you!" Your teammates bring their friends to you, you dazzle them with your charming personality, and they all join your business. That's great! You won the battle, but you're going to lose the war. Your business will never be able to grow in true depth or outside your local area because it's all about you. Again, by using tools and teaching your team to use tools, your business can grow deep, all over the country, and without your involvement in every presentation.

## **7. Will this work without me?**

One of the most important things you can teach your new team members is to be system dependent, not "you" dependent. No one wants to be in the adult day care business. If you teach your teammates to rely on you for everything, you'll never have freedom. You want them to be able to build their business in spite of you, not because of you. Again, if you teach them to use tools, they don't need you to do the presentation for them.

## **8. Five minutes later?**

This is the one I added to Jeff's 7 filters of duplication. Can my prospect do what I just did to them? Do they have time to do it? Do they want to do it? Will it work in depth? Long distance? Without me? 5 minutes later? If I come to your home and show you a video about my business, and you sign up, one of your first questions is going to be, "So, what do I do now?" Since I used a tool to introduce you to the business, I can show you how easy the business is by recounting what I did to you. I answer your question with a question.

"What did I do to you?"

You say, "You just showed me a video."

"Uh huh," I say, "How easy was that? That's all you have to do! Put the information in front of your friends."

You are able to do exactly what I just did to you, you'll have the time to do it, and you'll be willing to do it. A dud can do it to a stud. It will work in depth, long distance, and without you. You can do it 5 minutes after you join...because it's so simple!

The formula for success in network marketing is to get a large group of people to do a few simple things consistently over a long period of time. We call this duplication. Notice, it's not about getting a few people who can do a lot of things. It's about getting a lot of people to do a few simple things: key word- **simple**. If it's not simple, they won't do it. If they don't do it, you'll never be able to build a business.

The way you get a large group of people to do a few simple things, is for you to first do those few simple things, and show people how simple it really is. If you find a company you're interested in, but they don't have any marketing tools to help you build your business in a way that is easily duplicatable by others, find another company. A good network marketing company will have great 3rd party tools to help you build a big business, and these tools should be affordable.

Several years ago, a friend of mine gave me a CD he purchased from his company. As he handed it to me, he said, "When you get done listening to it, be sure to give it back to me. It cost me 20 bucks." *Poor sucker*, I thought to myself.

## Support and Live Events



In addition to great 3rd party marketing tools, you should look for companies with a live event support system. Some companies use misleading hype to build their businesses. They say things like, "No need to get dressed up! No need to leave the house! No meetings! Build your business over the internet." Well, that may sound good to some people, but take it from a guy who has been there and done that- it ain't happening.

The only way you're going to build a business that lasts, is if you build it face to face. Sure, you can share your products and business with people over the internet and over the phone long distance, but the thing that's going to keep you and them in long term is not the money. It will be the relationships and the camaraderie created at live events.

Find a company that has regularly scheduled opportunity meetings, and other live events, where you and your team can get together, grow the business, hang out, learn the business, have fun and build a family. This type of support and relationship building is vital.

A couple years ago, I sent an email out to my team about a big event coming up. Within minutes, I got an email from a guy asking me to remove him from my data base. I wrote back and asked him if he was quitting the business. His email reply surprised me.

"No, I'm not quitting. I just get too much email. Enough is enough."

And my reply said the following.

"I will happily remove your name from my database. But before I do, I wanted to point out how blessed we are to be part of a company with so much support. Wouldn't you rather get too much support than none at all?"

As you start a network marketing business, you're going to experience high levels of anxiety. That anxiety will come down as your knowledge and experience goes up. The better the 3rd party tools, training and support your chosen company has, the better off you'll be.

## Chapter 13 - The Only Shortcut to Success



For more than 12 years, I have heard countless success gurus teach, “There is no shortcut to success.” That is simply not true. There is ONE. Imagine you were given the job of chopping down a giant Oak tree. You were not given any tools, and no other instructions...just chop the tree down, and when you do, you’ll be successful. What you would do?

Statistically, we know that 95 out of 100 people would go into their garage, or the garage of a family member or friend, find an ax and get to work. The 95%, or the masses, thoughtlessly run out into the forest with a herd mentality, wielding a rusty, old ax. Mangled wood chips fly everywhere. Within minutes, men and women look over their shoulders checking on the progress of their neighbors. Some begin to look desperate as they see others outperforming them. They step up their game. They swing faster and harder- again, and again, and again. Many become winded. Others drop their ax to examine the weird sensation they’re feeling on their hands. “Oh no!” exclaims one, “I’m getting a blister!”



5 out of 100, have the wisdom and the patience to take some time to sharpen their ax. Some of those 5, who went into the shed to sharpen their axes, start showing up poised, dignified, relaxed, but determined. They swing the ax smoothly, and with the



very first blow, remove a large chunk of the tree. Immediately, some of the 95 begin sneering as they can see they will be passed up by “the new guy” in a matter of minutes. Then the trash talking starts. The 95 talk of his shirt, his hair, his body and even his ax. Anything to keep their minds off the fact the he is winning, and they are losing.

In a very short time, the 5 catch the 95, and the 95 become very competitive and even desperate. They swing their axes with their whole body, pounding away at the oak- again, and again, and again. Soon, many of the 95 are sitting down in the shade, panting like driven dogs, acting wounded to excuse their

idleness. Others, really *are* wounded. They feel something wet and warm running through their fingers. The ax handle has become slippery. They don't want to look, but it hurts so bad they must. Blisters. They popped, and now they are bleeding. Some push through the pain... but only for a little while.

Now fights are breaking out over nothing. The 95 are worn out, angry, jealous and confused. The pandemonium comes to a brief halt. One of the 5 has finished. Seemingly in slow motion, her tree falls gracefully to the forest floor. Instead of celebration, there are grumblings. The 95 start blaming. They're blaming their ax, blaming the 5, blaming the first, and blaming each other.

A few of the 95 are dead set on finishing the task. They flail wildly and out of control, snorting and grunting. Another of the 5 finishes. And another. And another. And, another. They're all done as they had just begun to break a sweat. It's still early in the day, yet they are done with their work, and returning home to be with their families.

This scene of the 5 leaving is too much for some of the 95 to bare. They throw their axes to the ground. "Stupid ax!" They scream as they limp away. Others, not having the courage to leave alone, begin convincing their neighbors to give up. "It's a scam," One of them says. "It was rigged from the beginning," says another. Large groups begin to leave together. This way none of them have to endure, alone, the piercing glances of their peers who remain.

Most have quit by now, and only the 5 have succeeded. One by one, many of the remaining 95 lay down their ax and bow their heads in defeat, quietly and carefully back step into the shadows of mediocrity. Their negative thoughts fill the air. "I knew it wasn't going to work out. I should've been content with what I had," Thinks one. "It seemed too good to be true, what a waste of time," thinks another.

There are but a handful left. Pride. Pure pride won't let them quit.

One man is in his 70's. He's quietly crying. He's got nothing left. He has literally worked himself useless, but he won't quit. He can't quit. His wife is depending on him, but he can't finish. "I'm sorry Beverly," he cries out in a whisper. "I'm so, so sorry." He begins to weep.

Another has fainted from exhaustion. Just as her head hits the ground, like dominoes, her neighbor falls. His diagnosis... heart attack. There are two left. It appears one of them has gone



insane. He screams into the heavens, curses God and smashes his head into the tree. He falls to the ground, and laughs hysterically before becoming unconscious.



The last man standing looks into the heavens. He prays to God for His help. "In You all things are possible, Lord." He had tacked a picture of his young wife and baby to the tree at eye level. It's his motivation. He continues to pray. God is with him, but God is silent. Watching his struggling son, and with tears in his eyes, God calls for the angels, saying: "Look at this man. He has worked so hard and so nobly for his wife and baby. He calls out to me for a miracle. I am a God of Miracles, but this man needs no miracle. He needs only to sharpen his ax."

For more than 11 years, I have devoted my professional life to this message. I call it personal development: the only short cut to success. I waited tables for many years, complaining all the while about my small tips. In the 10 years I worked in a restaurant, I never read one book about how to increase my tips. I never went to a seminar. I never sharpened my ax. I kept swinging my old

rusty ax, day, after day, after day, getting the same results year, after year, after year.

Everything you and I ever need to know to succeed, in virtually every endeavor, has been written in a book, recorded on a tape or CD, or mp3. Instead of sharpening our ax, learning new things and improving ourselves, we arrogantly run into the fields of our labors ignorantly assuming that we are as good as we could ever be. We punish ourselves, and the trees of our profession. We work so hard, and for so little. While others seemingly do so little, and enjoy so much.

My mentor, William E. Bailey taught:

"If another man attempts to pull rank on you because he is your senior in age, saying, 'Listen to me young man. I've got 35 years of experience on you.' If this man has not met with success in all those years, you look him dead in the eyes and say, 'You most certainly do not have 35 years of experience. You sir, have but one year, repeated 35 times.'"

Don't be the man with a mouth full of words, and pockets full of lint. Don't be that woman with a lot of stories and little results. Be a humble student, always learning, growing and improving your skills. As you get better, things will get better for you.

My friend and teacher, the late Jim Rohn, taught, "In order for things to change, you must change. When you change, everything will change for you. Don't wish for less problems, wish for more skills. Success is what you attract by the person you become." He taught to set a goal to become a millionaire, not for the love of money, but for what it make of you to achieve it. Personal growth. Personal Development.

There are a handful of books out there, that if you will read and apply what you learn, can radically change your life. Some of you, if you were to read these books, you could go from where you are to wherever you want to be in 4-6 years. Think of it. Living the life of your dreams in a matter of years.

At my blog, I give away 4 of these books for free to anyone who wants them. I also offer a free, internet based mentoring program called, One Minute Mentoring. Every week, for 52 weeks, I'll send you a "one minute" audio message which has been designed to help you enjoy higher levels of success and fulfillment.

In essence, it's 52 mini educational and motivational seminars that will remove the rust from your mental ax, and serve as a weekly reminder to sharpen your ax, learn new things, and improve your skills. As you do this consistently, over time, I know you can have a life of design as opposed to a life of default. Whether you start a network marketing business, or not, the reality is, your life can only get better, if you are willing to get better. This desire and the application of principles to improve, or personal development, is the only shortcut to success.

## Chapter 14 - The Perfect Business Checklist

You and I both know there's no such thing as the perfect business. I get that. It reminds me of the cheesy saying, "My wife is not perfect, but she's perfect for me." (And the women say, "Awwwww!") There are no perfect businesses, but there may be one that is just right for you.

**As a quick recap, my description of the perfect business is:**

***A mature, network marketing company, which offers a service that everyone needs (especially the baby boomers), that pays generous commissions, and will allow you to will your business to your family. It has affordable and professional marketing tools, a great support system, and regular, live trainings.***

If this description sounds good to you, here's what I recommend. If someone invites you to take a look at their business, stop them before they get going and say:

*"Let me stop you for just a moment. I'm actually looking for a business. I know exactly what I'm looking for. Can I ask you few questions?"*

You may need to give them a few seconds to get over their shock, since whoever you'll be talking to will probably have never had anyone say that to them. Anyway, here are the questions to ask. Check the boxes off as you get their answers. When you're done asking the questions, see how they add up! If you have a lot of green boxes checked (the boxes on the left column if you printed this out in black and white), go for it! You've got a winner! Get started immediately. If you have a lot of red boxes checked (the right column) I recommend moving on down the road...fast!

If they pass your interview, sit back and let them take the lead. You're in good hands.

Good luck!

**The checklist is on the next page.**

# The Perfect Business Checklist

I'm looking to start a network marketing business.  
Is your company network marketing?

☐

YES

☐

NO

Is your company more than 5 years old?

☐

YES

☐

NO

Does your company provide products or services?

☐

YES

☐

NO

Are you able to will your business to your family if  
you pass away?

☐

YES

☐

NO

Do you have regular live trainings?

☐

YES

☐

NO

Does your company have marketing tools such as  
DVDs, CDs and websites available for purchase?

☐

YES

☐

NO

Does your company promote personal development?

☐

YES

☐

NO

## About the Author

C.S. Hughes is the Chairman and CEO of C.S. Hughes International, a personal and professional development company specializing in helping individuals and organizations enjoy higher levels of success. C.S. Hughes is the author of 3 books and audio programs, and has given more than 1,000 professional speeches, workshops and seminars all across North America. He has trained nearly 300,000 people worldwide; with audiences in number from 15 to 15,000. He speaks on the subjects of leadership, success, mindset, creating wealth, sales, self-esteem, goals, network marketing, laws of success, motivation and personal development.

Prior to starting C.S. Hughes International, C.S. built a network marketing organization from scratch to nearly 40,000 distributors all across North America. C.S. is the creator of the One Minute Mentoring program, a success coaching program with thousands of students and clients across the globe.

C.S. Hughes lives in the mountains of Utah with his wife and 4 children.