

A Level  
Playing  
Field  
and a  
Great  
Game to  
Play

*This country was built on free enterprise, and that is what MLM offers. Network marketing is more consistent with the original "American Dream" than just about anything else you can do to make a living and a life.*

**M**LM legend Mark Yarnell says that network marketing is "the greatest opportunity in the history of capitalism." I couldn't agree more. In this business, you can truly have many of the things the corporate world promises, but rarely delivers: From work/life balance to full and fair compensation and the feeling of accomplishment and satisfaction you get as a result of your efforts and creativity.

I've spent a fair amount of time in corporate America. I had a career that was even rewarding at times, but there were always several things that left me knowing there was more to life.

**Whether it was the glass ceiling, the politics, discontented coworkers... there were always reminders that this looked nothing like the "American Dream" I grew up believing in.**

Network marketing offered me the three things I yearned for

that no other job could guarantee me:

- A level playing field (no glass ceiling)
- The opportunity to create my own definition of success
- The opportunity to truly win by helping others

My female colleagues in the corporate world and I were forced to make hard choices between careers and families. Some women had even opted not to have a family at all in favor of pursuing what they thought would be rewarding careers.

It's like we are being punished for wanting success. The more we "go for it" in our careers, the more give up at home. It may be time with our spouses and children, missing private lessons, recitals, games, or not being able to prepare the kinds of meals we know our family should have.

**Whatever it ends up being, we are faced with the decision to either have a great family life or a great career.**

But network marketing gives us the amazing opportunity to have that wonderful family life *and* a rewarding career. Countless women have proved that this business provides an environment for them to truly reach their goals in a way that makes them happy, fulfilled, and balanced in all areas of their lives.

So many businesses today *talk* about providing a "level playing field," but MLM truly delivers on that promise—and not only for women, but for many men as well.

There is neither a glass ceiling nor are we bound to office politics or "the good old boy network." We are paid in direct proportion to our service, value, and the contribution we bring to each person we sponsor into the business. What's more, the entire MLM model is built on personal and professional

development. So, the better you become as an individual and a leader, the more you are rewarded by your business success.

Another important benefit of network marketing of particular interest to women is that for once you get to design your business around your life, instead of the other way around.

**You can literally “tailor” your work to exactly what you want to put into it, what you want to get out of it, and how you want that to fit into the rest of your life.**

If you choose to stay at home and raise your children, you can do that. If you only want part-time income to add to your household, you can do that. If you want a bustling business that makes a nice living, you can do that. And if you want to be a high-powered CEO running a multimillion-dollar company, you can do that as well.

What’s best is that all of these options are available without you having to sacrifice your home life or being looked down upon for not being “ambitious” enough or “setting back the women’s movement,” simply because you want to be a mom—or even simply a stay-at-home woman (for all you single ladies).

**A network marketing career is all about having a CHOICE!**

In addition to work/life balance and a pressure-free environment, there are so many other personal benefits of being a network marketer. One that matters most to me is that you get to design your business in keeping with your own personal values and beliefs. In corporate America, you may end up working for a company whose integrity and business practices are in direct conflict with what you believe is right.

In MLM, you can choose a company whose founders are

consistent with your beliefs and values. You can market a product or service that you truly believe offers great results. You may even choose a company because you are inspired by their mission. And best yet, you can choose to join AND recruit a team of business partners that you not only work with to become wealthy, but that you just flat-out enjoy being around.

Who could ask for more? But there IS more!

While the news media is filled with stories of jobs being down-sized, CEOs jumping out with golden parachutes, and average employees' pensions being dismantled and disappearing... it might leave someone to think that all is doom and gloom.

**That may be so with business as usual, but thousands of people every day are building what we call their "retirement insurance policy" using network marketing.**

Do well here, and you'll be rewarded over and over. The luxury of leverage—residual income from compound effort—will always be a better deal than trading your time for dollars.

Women naturally like to work together on teams, and the collaborative culture of MLM provides an excellent forum for that.

This is why MLM is something that we just tend to be hard-wired to do and do well, and for that reason, women make up nearly 80 percent of this business!

I love the fact that when I am working with a distributor on my team, I get what I want by helping them get what THEY want. That's true "win-win."

I love the opportunity that introducing someone to this industry

provides me. People come to network marketing with their hopes and dreams in fragile glass jars. Often, their ability to dream has been shadowed by the disappointments they've had in life. However, there is no price you can put on the feeling you get when someone you introduced to this business has the light switch turned on.

**This is an industry that inspires and encourages you to become your best self and live your best life; when we all use our natural talents in a team environment with a common vision, magical things happen.**

Everyone wins!

This country was built on free enterprise, and that is what MLM offers. Network marketing is more consistent with the original "American Dream" than just about anything else you can do, because it operates from the same premise that made our country great: Dig in your shovel right where you stand and create a life you love!

One remarkable woman who has done just that is my good friend Sharon. Before coming to network marketing, she was a divorced mother with four kids. She had spent ten years working in an advertising agency trying to reach the level of partner. Sharon was a six-figure income earner, and her job was 50 percent travel.

Although her career would be wonderful by most people's standards, it didn't measure up to Sharon's.

While she was on the road or in meetings, trying to provide her kids with a "good life," she was completely missing out on their lives.

**Like many working mothers, Sharon justified the situation by promising that she would give them more quality time later, but in her heart she knew that she was missing out on her children's best years.**

She had to choose between being a provider or being a mother who was there for her children. She desperately needed (and wanted) to do both, but she found that the corporate world did not provide the flexibility and freedom that would allow a woman to wear both those hats.

Then Sharon was introduced to network marketing.

At first, she worried about what her friends would think. She had spent years vying for partnership in a prestigious firm. How was she going to explain giving up her lofty corporate goals for MLM? Several people she knew actually thought she was going through a midlife crisis. Why would she give up a fabulous career to do some "pyramid thing?"

Despite the naysayers, Sharon made the decision to forego chasing the never-ending corporate carrot and build a part-time network marketing business.

What she found on the other side was literally everything her heart desired—the perfect balance between work and home.

**Sharon found a level playing field where no one could limit her level of advancement, and she was able to choose the life she wanted on her own terms.**

She met other single mothers and began to share her vision.

These women related to her story, because it mirrored what so many of them had been through. Something clicked in Sharon that was literally like catching fire. She became passionate about helping other single moms use this business as a way to be at home with their children. It became her mission to help as many as she could to choose freedom.

As a result of persistent effort, extra money started to roll in from her MLM business. She took that as a supplement to her income and stopped taking on extra projects. Instead, she opted to start attending some of those events with her kids that had hurt her so much to miss out on earlier.

Sharon started to build a team of women who helped each other build their businesses, pick up one another's kids, and provide a complete "mom's" business network. They even took turns having sleepovers and parties for each other's kids!

**They had done it! They were both moms and successful businesswomen by working cooperatively toward the true American Dream.**

And Sharon had the opportunity and blessing of being the one who had originally offered the gift of freedom and choice to all of these women. Working together, they had literally changed each other's lives for the better forever.

This never would have happened in corporate America. Sharon was leading a team who created a blueprint for success, and she could choose to run as hard as she wanted, when she wanted, to obtain whatever level of success she wanted.

**More importantly, Sharon was able to help numerous women just like her do the same thing.**

There was no job description, they worked when they wanted, and best of all, they were creating lifetime relationships that were helping their professional, financial, and social lives improve dramatically. And no one was changing the terms of success midstream, like so many experience in the corporate world.

Sharon found that her team was like a family. That was something she had never experienced before. The best part was that she did not have to sacrifice to have it.

After four years in network marketing, she replaced her six-figure corporate salary and left the advertising firm.

There are countless stories like Sharon's in network marketing. It's women like her—and like the woman who may be reading this—that makes network marketing the best game to play!

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Kim started her professional career in corporate sales over twenty years ago. She transferred her to the MLM industry and rose to the top levels in two companies. She currently is columnist for the *Personal Wealthy Journal* and the creator of <http://IHateCorporateAmerica.com>, a site developed for those who want to create passive income without a job. She's the author of *Hey Boss You're Fired! 5 Actions Steps to Escape The Rat Race & Build Wealth From Home* and contributing author to *Buiding A Championship Sales Team*. She lives in Pasadena, California.