

My  
Best  
Decision

*Nineteen years ago I sold my ownership in an investment firm to my partner and left the business permanently for network marketing. It was the best decision I have ever made.*

**D**uring my years as a financial planner, then as the manager of the tristate office of a national firm, and finally as the owner of my own investment firm, one of the hardest things I ever had to do was to sit across the table from an individual or couple and tell them they did not have the assets to accomplish their dreams.

Sometimes it was retirement; other times it was a new home, college education for a child, or a change in careers.

**The standard cliché of financial planners is that these people didn't plan... they failed to plan.**

I found that that is not always the case.

Many did plan and worked hard to achieve those plans, but life got in the way. Someone lost a job, became sick, or simply didn't make the amount of money they needed to make their

dreams a reality. For many, there is too much month left at the end of the money, no matter how hard they plan.

Network marketing is a perfect answer, whether for the young couple just trying to get ahead of today's bills or trying to find a way for one spouse to stay at home with the children, or for the baby boomer that now faces retirement with apprehension instead of anticipation.

I came to network marketing through a client, Paula Pritchard. She was already very successful in the network marketing business. Paula was unaware of the fact that while I had great success in the investment business, I did not enjoy it. I felt trapped.

I had a bachelor's degree in education and could not imagine where else I could go and make the kind of money I was making as the owner of an investment firm. I watched Paula for a number of months, I knew what she was making, and I became convinced that I could do what she was doing. I began part-time, as many others do, and in six months I was able to leave the investment business permanently.

It wasn't just my ability to leave a career I didn't enjoy that drew me to network marketing.

**It was all those people that I had sat across the table from and told they couldn't achieve their dreams. I saw network marketing as a solution for them.**

Many people are unaware that this nation was founded and developed by individual entrepreneurs. We were a nation of small businesses and small farms. Each of these people took responsibility for their own success.

Our current system of thousands of people working for large corporations has really only taken place in the last 100 years. When the shift from entrepreneur to employee occurred for large numbers of Americans, people typically went to work for one company and remained at that same company their entire career. That is no longer the case. Employees change jobs regularly; sometimes voluntarily, sometimes not.

Whenever you work for someone else, they control your destiny. Network marketing returns us to the world of entrepreneurship, self-responsibility, and control of our own destiny.

I find it amusing when someone talks about network marketing as if it is some small, little, somewhat “shady” business in which only losers become involved. People who believe that clearly have no understanding of the business as a whole.

The direct sales/network marketing profession is a \$30 billion business in the US alone, with over 14 million people involved. Some people make little or no money, while others make better than six figures a month.

I know the second is possible, because I have done it. The first is also possible, because we are a business of independent contractors and there will always be a large percentage of people who simply cannot or will not do what it takes to be successful. In between, there are huge numbers of people who make a few hundred to a few thousand dollars every month.

**The business we developed generated \$100,000 a month in earnings and created over \$3 million in sales every month in our organization alone.**

That is a small business, but not a little business.

As for the concept that network marketing is a little “shady”; there are people in every business that fit in that category. Think Enron. Think Wall Street. Think real estate, government, medicine, law... can you think of any business that doesn't have its share of unethical people?

Here's what I believe: There is no better way for a young couple, a single mother, a parent with college age children, or an individual ready for retirement to supplement their income and potentially build a full-time income with almost no risk than in network marketing.

The keys are finding a good company with a good product and a fair compensation plan that will be around to pay you long-term, and a commitment on your part to put the same focus and energy into your network marketing venture as you have in your full-time job.

What do you have to lose except a little time and money? Compare that to what you can gain:

**Freedom from financial worry, a sense of self-respect and self-esteem, and the ability to help others find the same.**

I will be forever grateful that Paula walked into my office and showed me a different path. I have traveled all over the world and lived a life I could only imagine. The same opportunity is available to you. You just have to reach out and grab hold and make it yours.

---

**Kathy Robbins** began her business career as a high school teacher. She loved teaching, but left to become a financial planner and later became the manager of a tri-state office for a national investment firm. When Kathy first took control of the office it was ranked 126th in the company. Eighteen months later it was number fifteen.

While Kathy found financial success, she didn't have any time to enjoy it and lacked the freedom to travel.

In 1987 Kathy decided to pursue network marketing part-time. Eight months later, Kathy had replaced the six-figure income she was making in the investment business, and became a full-time network marketer.

You can learn more about Kathy and her work at:  
<http://MLMMadeSimple.com>.

