

The
#1
Most
Motivating
Benefit
of
MLM

Network marketing is about relationships. When you build relationships and then sponsor those people into your business, you have a business that grows, built by people you love to spend your time with... and you have ongoing income for life.

When you work for someone else, your and your family's future is in their hands. The only way to ever reach your dreams is to work for yourself.

You've seen companies get eaten up by bigger corporations... lifetime employees turned out on the street. What if that happened to you? You don't know what the future will bring.

Listen—it wasn't raining when Noah built the ark. But when that flood came, he was ready. Being ready is a GOOD idea. Having an income from your own home business might be YOUR ark. It *could* save your family.

There are a LOT of home business models to choose from. But there is one characteristic that elevates network marketing above all the other business models... and this is crucial for you to understand. Otherwise, you may make a big mistake... huge!

My wife Linda and I have been doing network marketing for twenty-eight years. We have a life today that most people only dream about. The number one feature that caused us to fall in love with network marketing is the recurring income that this business model creates.

With non-MLM business models, you start over every month from zero. But in MLM, you get paid like an author, or a rock star. Stephen King still earns a bit on books sold today that he wrote twenty or thirty years ago. Lisa Marie Presley gets about \$25,000,000 a year of *ongoing* income from people buying CDs of "Don't Be Cruel" and other songs her dad recorded. Elvis has been dead thirty years! THAT is recurring income.

Twenty-eight years ago, I had my own construction business. An insurance agent knocked on my door. He said,

"Listen, Michael. What if I could show you a way to work for a little less money, building these homes... but then the houses would pay you on ongoing income for the rest of your life? Even if you quit, never built another house, the checks would keep coming in."

I thought that idea was incredible.

Then the guy said to me,

"Well, there's an opportunity that creates recurring income like that. You work hard for a couple years, then you get a check in the mail every week, even if you quit working!"

I had spent seven years busting my back, working, slaving, building my carpentry business. The thought of getting paid in the future for work I'd already done really lit my fire. And THAT is how MLM works.

So today, twenty-eight years later, we still get a check the first week of January every year, from the same company, on the business that I did twenty-eight years ago!

Is your job COSTING you money?

By 1994, a good friend of mine had spent sixteen years driving a bus in Miami. When you drive a bus, you get paid for working. If you don't work, you don't get paid.

But in April of 1994, my friend ran his first full-page national ad. The response to that ad built him a recurring income. **In fact, that ad my friend wrote in 1994 still pays income today!** Is that amazing? He'll tell you, it takes his breath away, just thinking about it.

And after he ran his second national ad, he decided he couldn't afford to drive a bus anymore. That job was *costing* him too much money... too much time. He quit. That bus-driver income ended. But here we are thirteen years later, and that ad he wrote is still paying income!

THAT is what makes the network marketing business model so superior to any other. But it's not the **ONLY** way to get recurring income.

You could write a #1 best-selling novel.... You could sing and record a CD that goes Platinum.... You could invent the next Post-It® Note... *uh-oh!*

Come to think of it, maybe network marketing IS the only way regular people will ever get recurring income!

MLM is the only way that normal people like you and I can get paid like rock stars. If you open a shop in a mall, you may make good money, but you start over from zero every month. And, of course, your expenses are astronomical, so there's big

pressure on you to produce immediately... constantly... from then on.

The key to creating a high level of ongoing income is to build strong relationships with the people who join you in your network marketing business. When you sponsor a person, plan on being in business with them the rest of your lives. That's the only way you can create a dependable ongoing income. Your income is built on those relationships.

MLM is the most unique business model ever created. It is relationship marketing. It's all about partnering up for life.

My mentor, Tom "Big Al" Schreiter, gave me a gold nugget about fifteen years ago. He told me, "Never sponsor anybody into your business that you wouldn't want to be on a one-month cruise with." Before that, I thought that if they could fog a mirror, you'd sign them up. But that doesn't work. Network marketing is about relationships. When you build relationships and then sponsor those people into your business, you have a business that grows, built by people you love to spend your time with.

What more could you possibly want?

Most people mess up and choose the wrong system.

Listen. This is crucial. To have real recurring income, you need a GREAT value-priced product that's consumable—that people get *automatically*, every month, like a book club subscription.

If you just sell books, you start over every month, from ZERO. But if you sell *subscriptions*, all the people who ordered in the past order again this month. You'll get new customers, too. So your income actually increases every month. THAT is a beautiful thing. Believe me. It's amazing.

If you have to start from zero every month, you'll NEVER retire.

I've talked to plenty of people who did it the wrong way. They'd love to go back and start over. Crucial point: You need a hot, consumable product to create a recurring income.

"Big Al" once described to me how he got started in network marketing. He went to a meeting. Afterwards, the person who invited him walked up to him and said,

"Listen, Big Al. When you join our business, here's what happens. Six months from now you walk into your boss' office, lean back in the chair, put your feet up on his desk, dig in some little scuff marks with your heels, and calmly tell your boss you can't fit him in your schedule any longer. You're resigning, effective today.

"If they need any help after you leave, they can call you any Tuesday at your normal consulting rate. Then you leave his office, go out to your desk, pick up your personal stuff, wave good-bye to all your fellow employees who told you it couldn't be done, then hop into your brand-new bonus car. You burn rubber out of the parking lot, zip on down to the bank, pull up to the drive-in teller and say, 'Deposit this commission check. I don't know... put it in savings or checking... I don't know. I get these things all the time.' Then drive home and have a nice glass of your favorite beverage."

"Big Al" heard this and he said, "How do I join?"

Michael Dlouhy started in network marketing in 1979 and began his full-time career in 1991. Michael joined over 100 MLM companies in 1992-94, to find out everything he could about how the business really worked. Today, Michael does fifteen hours a week of network marketing training by phone for anyone in any company via his Mentoring for Free program.

It's Time... for Network Marketing

Michael has written 2 e-books: *Success in 10 Steps* and *Powerful Networking Secrets!*

Michael transcended his 8th grade education and difficult early family background to become a multimillion dollar network marketing leader and top producer in his company. (He says, "It turned out to be a good thing. I had to make it on my own in life from an early age. I learned to be an entrepreneur from the start.") He's been married to wife Linda since 1970, and they have two children: Matthew, 23 and Amanda, 20. Michael lives in Brooksville, Florida.

To visit Michael's website and get your free e-book, read his informative weblog, learn about his free teleconference calls, and more, go to: <http://AskMichaelDlouhy.com>.