

The
Biggest
Business
Trend
in
Business
History

This unparalleled economic trend will enable you to be your own boss, in your own business, and earn based on your own efforts, integrity, and relationships. You will have the freedom to be the master of the future security of you and your loved ones.

I've spent much of my thirty-year-career studying champions in every field from Apollo Astronauts to Superbowl and Olympic athletes; from *Fortune 500* top executives to small business owners. As I travel throughout the world, lecturing on "The Psychology of Winning" and how to become a 21st Century leader to multinational corporations and entrepreneurs, many of these individuals learn of my involvement as a board member of a publicly traded network marketing company. Some are surprised; some are impressed. Recently, however, their questions have changed. Many of these achievers are sensing the opportunity and they're asking what I think of the future of network marketing.

My answer is simple and straightforward.

Unless you are networking, you soon may be "not working." Network marketing is not just becoming mainstream, it's emerging today as *the* dominant market

trend. It's a trend that can't be, won't be stopped.

The real question is, how can you benefit?

Let's look at the trend itself.

At any given time, there are several emerging trends in society. Some drive the next product or products that will be successful. For example, aging baby boomers practically ensure the success of the health and wellness and financial services industries. Similarly, emerging technologies will continue to fuel product opportunities online and through telecom sectors. These trends, and others, are all relatively young and they're emerging together.

Although the elements of these trends have been around for years, the trends themselves emerge only when the timing is right... when several factors come together.

The health and wellness industry has been with us for centuries, but it took the convergence of aging baby boomers with advancements in medical science to create the critical mass of an emerging trend. The telephone has been a primary mode of communication for over a century, but utilizing our phones to trade stocks, receive photographs, and surf the Internet is a new market trend as a result of synergistic technologies.

The "networking" trend I have been witness to is not so obvious, and, as a result, many will miss its significance.

The opportunity it offers, however, could be even greater than the two trends I just mentioned. Those "early adopters" and innovators who catch it now will be rewarded handsomely.

The trend is a fundamental change in the way we conduct our business—in the way goods and services reach the consumer. Today, the consumer is increasingly “going direct”—purchasing goods and services based upon a direct relationship with the provider. The middlemen—from wholesalers to retailers—are being bypassed.

Moreover, as the products we consume become more sophisticated and complex, consumers are demanding a quality relationship with the provider of these goods and services. They want to know what they are consuming. They want speed, variety, customization and choice. They want the products to deliver what the advertising promises.

Educated consumers going direct is the essence of network marketing. More importantly, it's the natural thrust of today's market economy.

Why? Let's explore three major reasons:

First, the Internet and low telephone costs have leveled the business playing field. Communicating with prospects and customers—communicating direct—is now something anyone can do. If you have a question concerning almost any product, you get on the phone or go online, and you get answers.

Answers direct from the supplier in a matter of seconds. It's an entrepreneur's dream! It no longer takes thousands of dollars to get your message out. Instead of being tied to an office, you take your office with you. Web pages, e-mail networks and intranets have placed quality, inexpensive marketing and sales tools in the hands of anyone willing to use them. Small business owners have been empowered to compete with the bigger players, and these same tools complement network marketers perfectly.

The second factor is a sobering reality we must all face and should already know. Different from the past, we are responsible for our own financial security and that of our families. No longer can you go to your place of business day-to-day, safe and secure that your organization will take care of you.

Seniority no longer means security. It signifies vulnerability. Instead of a steady job with guarantees, you are now a free agent whose contract is always a week-to-week proposition.

Cost-cutting, downsizing and outsourcing will continue well into the 21st century.

At the same time, as a society we are increasingly returning to the concept of family and family values. This is impacting our employment by demanding that it be more responsive to family needs. We want flexibility, control over our workload and hours, and the ability to conduct business from anyplace we desire—most importantly the home.

Network marketing offers the ability to earn additional streams of income part-time or full-time, without a large capital investment and the necessity for hiring and managing employees.

Don't misinterpret what I'm saying: As with every other business, network marketing is focus- and effort-intensive.

Treat it like a hobby and it pays you like a hobby. Treat it like a serious business investment, and it pays you serious money.

The third factor behind network marketing's emergence is a byproduct of the ever-increasing complexities of our postindustrial society. We can't be experts in every field.

On the one hand, we need counsel and advice about the products and services we need and want. On the other hand, we don't know who to trust. Oftentimes, the marketplace appears to be just one huge "infomercial" over-promising and under-delivering. This means that we must have more direct contact with manufacturers and providers, and it also means that we most likely will rely even more on traditional relationships such as family and friends whose opinions we trust as being in our best interests.

Not surprisingly, another term for network marketing is "relationship marketing." Its very foundation combines trust and an intelligent referral.

Quality network marketers take the time to know both their products and their customers—right in step with the demands of today's consumers.

Network marketing is not a new phenomenon. Most emerging trends are innovative, but not necessarily inventive. The Health and Wellness movement didn't take hold until the baby boomers came of age. Telecom opportunities burgeoned as a result of technological advances with a device we've utilized daily for generations. Going direct, through referrals, certainly is a seasoned concept. But the opportunity for financial rewards via direct global networking is enormous and immediate.

A number of young entrepreneurs have already spotted the trend. I recently spoke at a dinner meeting in Hong Kong sponsored by Dell Computer Corporation for its "Fortune 500" customers. Michael Dell, the founder and chairman—one of the wealthiest and most admired executives in America—has a philosophy that is brilliant, uncomplicated, and right in line with this emerging economic trend. He creates a relationship directly with the consumer and sells high performance products only through this channel. Following the trend, Dell sells

approximately \$40 million per day direct to the consumer, with no retail distribution, and creates customer loyalty better than the competition.

A growing number of “Fortune 500” companies are jumping on the direct and relationship bandwagon.

Network marketing, by its very nature, is designed to help you develop a lifetime of residual income. If you work the business, it's going to work for you. As an employee, regardless of your salary level, when you stop working the income virtually stops. Most retirement programs are totally inadequate to meet your future needs and that includes Social Security. With network marketing, when you stop working, your business continues to pay you. In fact, you can provide for your children's future, or better yet, bring them into your business with you.

Another advantage of network marketing is being your own boss. In the traditional company, there is always someone over you to decide your future and someone under or around you who may want your position.

In networking, individuals who join you don't want your job or to become your boss or supervisor.

They want to build their own organizations and, in that way, build even more success for you as well.

In the traditional business setting, there is a lot of talk about teamwork and winning together; however, in reality, it is rampant with politics, competition, and the survival of the individual in the face of market uncertainties.

With network marketing, you are

surrounded by individuals whose success is your success.

When you share your experience and knowledge, it will most likely advance your own career as well, not be used selfishly to compete with you or replace you.

Network marketing throws out the Law of the Jungle and survival of the fittest philosophies for a working environment where you are rewarded for team play as much as individual effort.

Network marketing in the new millennium has entered the mainstream and is destined to become perhaps more prolific and popular than franchising. There is risk in network marketing but far less than there used to be. And, unlike franchising, you're risking your time and effort, not your fortune or a mountain of debt.

With network marketing, you don't need inventories and you don't need to create and manufacture the goods and services. You are the "direct" in going direct.

So when an industry leader asks me what I think of network marketing, I don't talk about networking *in* the new millennium, I say that network marketing *is* the new millennium.

As with any opportunity, timing is half of it and execution the other half. You have no control over the former—the trend will emerge without you. The jet is leaving the ramp, and you can either be on it, or miss the journey. If you take the risk, the execution is all up to you, by the effort you make to place yourself in a position to capitalize on the trend.

Network marketing is a major step forward in the evolution of

our free enterprise system.

We are entering an era of giant killers! Individuals today have as much power and knowledge accessibility as corporations! Instead of being a victim of change, you are now in a position to be a change agent.

The main subject of this offering was supposed to answer the question, "What do I personally love most about network marketing?" But that answer is too simple and concise for more than two sentences, which is why I saved them for the end.

What I love most about network marketing are the people in the business. In the majority, they care more about win-win relationships than any other group I have encountered throughout my career.

I firmly believe my earlier quote, "Unless you are networking, you soon may be **not** working." The new power is not in your position in an organization, but in your relationships with other people who share the same passions and goals.

Dr. Denis Waitley has been one of America's most respected and beloved authors and keynote lecturers for over twenty-five years. With over 10 million audio programs sold in fourteen languages, Denis Waitley's CD album, *The Psychology of Winning*, is still the all-time best-selling program on self-mastery. To order this best seller or his newest release, *The Platinum Collection*, and to subscribe to the free Denis Waitley Weekly E-zine, visit his website here: <http://DenisWaitley.com>.