

The Four  
Greatest  
Fears  
of  
Starting  
Your  
Own  
Business

*... and how network marketing blows them all away with the force of a 20-megaton thermal nuclear explosion! I dare you to honestly and openly look at network marketing and not be impressed and intrigued!*

Way back in the last century (1991), a survey was conducted by my research firm, MarketWave, Inc., of almost 7,000 people who were not, nor had ever been, business owners of any kind. The question was a simple one:

**If all obstacles were removed, would you like to own your own business?**

In other words, if whatever was stopping you from starting a business didn't exist, would you at least attempt it? Would you prefer to be an entrepreneur, or an employee?

Eighty five percent said Yes, they'd prefer to work for themselves. Which means that 15 percent misunderstood the question on the survey. After all, if whatever concerned you enough to not attempt a business venture didn't exist, then you'd have no fear of doing so.

I mean, who wouldn't want to be in control of their own life? To have the freedom to make their own decisions, work their

own hours, and write their own paycheck?

Even using the conservative 85 percent figure, that meant about *200 million Americans* wanted to start their own business but have never even attempted it! We thought there must be some pretty compelling reasons why, so we set out to find out what they were.

**To no one's surprise, it was never about preferring to work for someone else's business, but rather the incapacitating fear of starting your own.**

And it was the same four fears, every single time.

***It takes too much money.***

People didn't have tens of thousands, or hundreds of thousands of dollars to invest in a business (and they didn't know anyone else who did).

***It takes too much time.***

People didn't want to work eighty hours a week for the first year or two to get their business going.

***There's too much risk.***

Over 56 percent of all businesses fail in the first two years, and they'd have to quit their job, so there was no safety net.

***They didn't know how.***

Most people had never taken any business courses. They had no business experience. They didn't know anything about taxes, accounting, marketing, and the myriad of other skills a good entrepreneur must possess.

Not all responded with all four objections, although most responded with more than one. Surprisingly, "I don't know how" was the single most common response. A lot of folks said

they wished they had taken the plunge earlier in their lives, but they just weren't the mavericks they once were. They had a mortgage to pay and a family to feed. They felt it was "too late."

Now comes the fun part.

Would you ever consider going into business for yourself if:

The total start up costs were under \$500... the total time investment could be as little as 5-15 hours a week... you could continue to work in your present job until the income from your business was sufficient to earn you at least an equal income, so there would be little risk... and best of all, there were numerous consultants available to you who are experts at running this business, who would train and advise you personally for an unlimited number of hours, for the entire life of your business, absolutely free!

Not only that, but there is another company that will take care of all your research and development, labeling, inventory, shipping, payroll, various taxes, most legal questions, and so on. And this company will do this for you every month, for the life of your business, for around, oh, \$35.00 a year.

Right now, you're probably remembering the old adage, "If it sounds too good to be true... " Fine.

But, just hypothetically, would you consider going into business for yourself IF all this were true?

"Well, sure..." you're probably thinking, "... but there's got to be a catch."

**Not only is there no catch, I didn't even hype the pitch by one iota. These are exactly the conditions in which tens of**

## **thousands of successful network marketing ventures have begun.**

Sure, some overly zealous networkers may tell you how rich you're going to get, how easy it is, and how fast it will happen. Please note, I didn't say any of that!

## **Network marketing is a serious business, no less so than any other way you might consider earning your living for the rest of your life.**

The reality is that network marketing is hard work, it takes time, and you'll probably lose some money in the beginning.

The difference is that most of the hardest work is done by *someone else*, your work is done when you *choose* to do it, it typically takes a few months to turn a profit (some accomplish this in the first month) rather than a few *years*, and whatever amount you might lose at first has one, two, or maybe even three fewer digits compared to the start-up losses of most conventional businesses.

Yet you can still reap the tax benefits of operating your own business, and you can have just as much, if not more, income potential as most conventional businesses!

Imagine becoming financially independent in one to three years...

***Without having to spend thousands of dollars each month...***

***Without having to work long hours seven days a week...***

**Without even having to quit your job during the development stage and...**

**Without having to get a business degree or hire someone who has one...**

If you are considering starting your own business, and you've got access to, let's say, \$50,000 in startup funds (a very modest assumption), imagine how profitable you could be, and how quickly, if you *didn't* have to hire employees, you *didn't* have to lease an office... and/or storefront... and/or warehouse, you *didn't* have to pay sales or payroll taxes, you didn't have to spend one penny on R&D, graphic design, or the development of promotional material, and you *didn't* have to hire an accountant, lawyer, or business consultant.

And imagine how much more money might go into your pocket if you *didn't* need business partners to help you finance and run the business. Think about it—and try not to become giddy.

Now for the *really* fun part...

Imagine buying a McDonald's franchise for the modest sum of one million dollars. The business fails. You call up McDonald's corporate headquarters and ask for a "Return Authorization Number" so you can get your franchise fee back along with a reimbursement check for your unsold supplies and stock.

(While imagining this scene, also imagine the sound of sirens wailing in the background. That would either be the paramedics coming to assist the poor corporate officer who you've just induced into a fit of hysterics, or an ambulance coming to take you to a really nice, soft, baby-blue colored room.)

**In network marketing, not only is this not an absurd scenario, it's the law!**

One of the aspects of a legitimate, legal network marketing company is the ability of a failed distributor to get a full refund (usually less a 10 percent restocking and processing fee) on all product and marketing material that is in resalable condition.

So, if pursued conservatively and intelligently, there is a monumental reduction in risk relative to conventional business start-ups, yet with a comparable or even greater profit opportunity.

Those of you who are already actively involved in network marketing, be aware that the vast majority of your "outer circle" prospects (those who've never been involved in network marketing) do have at least the desire to own their own business, as opposed to working for someone else. You don't have to talk them into the benefits of something they're already dreaming about.

But they also have some very powerful, legitimate fears about starting their own business.

**You've first got to open their minds to the idea that there is still a realistic way to achieve that dream and then define, or perhaps defend, the concept of network marketing.**

Only then should you introduce the benefits of your particular network marketing program.

Think of it like this: Before you can pour fresh, hot coffee into a thermos, you must first open it up and pour the old, stale coffee out, right? So, think of your business-phobic prospect as a sealed mind full of cold, stale ideas. First open it up (to the concept of starting a business), dump the old information out (about MLM, if necessary, and for sure about what's involved in starting a new business), and then pour the new, hot, fresh information in (about your specific opportunity).

If you are considering starting your own business, or you want to, but have always been apprehensive, open your own mind to network marketing.

## **Think it's too good to be true? I challenge you: Find the catch!**

If you've never pursued a network marketing venture, it must be for one of two reasons: You just didn't know about it, or you have a prejudice against it.

And that's exactly what it is, a prejudice. You have prejudged this business based on what *someone else* has told you about it (usually someone who has failed at it or who has also never been involved themselves).

In other words, you've chosen to adopt *someone else's* opinion of this business. Don't let other people do your thinking for you. Make your own decision based on your *own* evaluation.

Check this business out. Really, do your due diligence. And when you are done, I would defy anyone, even the most devout skeptic, to not experience a significant, positive paradigm shift.

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**Leonard Clements** is a speaker, trainer, and author who has concentrated his full-time efforts on researching and analyzing all aspects of network marketing since October of 1990. He conducts "Inside Network Marketing" seminars throughout the world. Len is the author of the controversial book *Inside Network Marketing* (Random House) and the best-selling audios *Case Closed! The Whole Truth About Network Marketing* and *The Coming Network Marketing Boom*. He is also a court certified expert in the field of network marketing and the co-owner of a successful network marketing company.

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