

## The Most Remarkable Business

*I don't believe that anything in this world is perfect, but network marketing is as close to the perfect business as I think you will ever find.*

**D**el was sixty-two and three years from retirement when he walked into my sales and marketing class. He had done what everyone told him and socked away a nice nest egg in his company's 401k plan. Del and his wife would be able to live quite nicely for the rest of their lives.

Well, at least that was the plan. Then his company went bankrupt, and he lost everything.

**That day, Del asked me how to rebuild his mid-six figure retirement plan within the next three years. I told him that there was only one way—network marketing.**

Patti was a single mother of six children living in a rural town with a population of only 8,000. She had just lost \$75,000 in her business. She had researched all kinds of traditional businesses and franchises, but there seemed to be only one type of business that would enable her to stay home with her

children, quickly pay off the debt, and earn a nice six-figure income within the next five years—network marketing.

Collette was a single mother of five children, two of which were chronically ill and required regular medical attention. She was deeply in debt and could only work part-time as a secretary. The medical bills were piling up, and the future looked very bleak.

That was when she was introduced to a fantastic home-based business by her brother. At first Collette didn't think she could be successful, because she had never operated a business before and had no sales or marketing experience, but this business was different. It seemed to be her answer from God—network marketing.

What makes network marketing so remarkable? The incredible, almost unbelievable stories—and these are just three of the thousands and thousands and thousands.

**Network marketing is truly a life altering business. How many other types of businesses can you say will radically change your life?**

I certainly haven't found any others. I mean really, name another type of business where a twenty-three-year-old carpet installer with an injured shoulder and no money or a seventy-year-old butcher could become millionaires within a few years. Only in network marketing.

Here I am, ranting and raving about how amazing network marketing is, and you're probably wondering what happened to Del, Patti, and Collette.

Well, Del did rebuild his retirement plan in three years, but he was having so much fun, he didn't retire.

Patti has stayed home with her children, paid off her debt, earns a nice six-figure income, and now several of her children have joined her business.

Collette continued to work part-time building a network marketing business, and she is now the top income earner in her company.

**Network marketing is the most remarkable business I've ever seen—and since I've been a business consultant for many years and have thoroughly researched thousands of businesses, that's quite a statement for me to make.**

It is the only business I've ever seen that enables the average person, regardless of age, gender, financial situation, past experience, education, knowledge, or even language to start a business with little or no money and in a few short years literally be living the lifestyle of the rich and famous.

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Consider these advantages over other conventional businesses: Low start-up investment, proven turnkey system, high quality products and services, outstanding training and support, quick compensation, movable, unlimited growth, no employees, very little overhead, can be operated from home either part- or full-time, and produces long-term residual income. Those reasons alone (and there are more) are why you should seriously investigate this truly remarkable business.

## Once you find the right company, then there is just one secret to success in this business—WORK!

I know, you were hoping for that get rich quick deal. Well, get over it. That doesn't exist.

Network marketing is a real business, and it requires work: prospecting for people interested in your products, services, or business, giving presentations, answering questions and handling objections, doing follow-ups, sponsoring, training, and supporting. If you do these things well and treat it like a real business, in time you will be successful.

Who knows, perhaps some day you will be like Del, Patti, Collette, and so many others who are enjoying true financial security and the time freedom to really enjoy life.

Yes, network marketing is the most remarkable business. My question for you is: Will you do your research to find the right company and then work hard and smart so that some day other people will share your "incredible, almost unbelievable" story, too?

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**Rod Nichols** has been involved in the network marketing industry since 1979, as a company founder/owner, distributor, consultant, trainer, and author. His books, *Successful Network Marketing for the 21st Century* and *Would You Like to Dig in My Goldmine?* were industry best sellers for several years, and his newest book, *The Ideal Business* has quickly becoming a must read. His latest book *The 12 Power Secrets for Network Marketing Success*, will be out in early 2007.

Even though Rod retired from network marketing for three years, he continued to earn a full-time residual income. Recently he decided to come out of retirement and is now actively building his business once again.

Rod and his wife, Karen live in Washington State. They have five children and four grandchildren. To learn more about Rod, visit his website: <http://RodNichols.com>.