

What if...

*network marketing is the absolute best way for women to take control of their lives, to be there for their families and their communities, and most importantly, to be valued for who they are and what they bring to the table?*

**P**erhaps you have, like me, asked the question “What if...”

**What if I had said yes?**

**What if I had accepted their offer?**

**What if I had started earlier?**

Life is filled with “What ifs.” These are usually idle speculation or musings over lost opportunities. However, my “What if...” was about an opportunity I HAD taken. I wondered aloud what would have happened if I hadn’t. “What if I had not joined a network marketing company twelve years ago? What if, like my husband, I still ran a traditional business, or worse yet, had a job?”

Those “What ifs...” were prompted by a situation that no one ever thinks will happen to them—a fire that destroyed my home and all its contents along with my home office. Two weeks later my husband’s business partner of nineteen years decided he wanted out of the partnership, and a month after that, we were putting my husband’s mother in a nursing home and attempting

to figure out how to get my son qualified and off to college.

## **What if I hadn't decided to take an honest look at network marketing and give it a try?**

What if I had not stuck through the challenges of starting in a new industry, learning a whole set of new skills, and going through the trials that eventually led me to success?

What if I had turned my back on an industry I once thought of as beneath me?

I had always been enterprising and hardworking. I had taught at a number of prestigious colleges, I had run my own film production business, and I had bought a training franchise. I had, in other words, tried every way possible to make a living. I was successful (my walls were decorated with my awards), but I had never made the money I wanted and felt that I deserved. On top of that, I seemed to be working all the time. As I grew older (moving into my early 40s), I began to think that I would never be able to retire and if forced to stop working, I dreaded the lifestyle awaiting me.

## **But twelve years ago, I finally looked at the business of network marketing and to my surprise, found everything I was looking for.**

I felt, eventually, that I had found the absolute best way in the world for women to make money. I felt I had found the solution to the balancing act I had tried to manage as a wife, mother, and business owner.

I immediately saw that there was an opportunity to make as much or more than I had ever earned before. And finally, I saw

a way to make a good living while having the time to enjoy it. I could also see that the leverage it created—coupled with the power of residual income—would eventually allow me retire in comfort.

While I mainly saw men in the leadership roles, I truly saw this as a business that solved a lot of issues for women. Growing up during the early days of the women's movement, I thought that I was going to have it all—a family, a career, a great lifestyle. But I didn't have a clue how to achieve it. Traditional business, the corporate world, and even academia did not allow for the flexibility I needed to have a family. I waddled into class just a week after delivering my son via a C-section, because I was afraid I would be fired if I didn't show up. I often found myself faced with a choice between a great job and looking after my child. Even when my husband and I ran a company together, somehow an unequal portion of the household tasks landed in my lap. I didn't mind them—I just couldn't figure out how to manage them and my work outside the home. One or the other was always being shortchanged.

Finally, I saw a business that I could work around my family and my life, instead of trying to make my life fit into the needs of my business.

**And it paid me what I was worth! It paid me for exactly what I put into it. It paid me for the skills I developed and, best of all, it paid me for helping others.**

Suddenly, I found myself earning double what I had ever earned, and then doubling that. One day, my company sent me a congratulatory letter saying I was being honored for having earned over a hundred thousand dollars in one year. And I had earned it from home, "part-time."

I had earned it while attending outings with my son and taking

time to visit my family over 3,000 miles away.

I had earned it while looking after my needs and making certain that we had a comfortable home to live in.

I had earned it without sacrificing either myself or my family.

And I had earned it without stepping on the backs of others. Indeed, I had earned it because I had helped others earn a good living and improve their situations.

**But the real test of my networking business came when I lost my home. Had I been in one of those traditional businesses or worked at a job for someone else, it is clear to me I would have lost one or the other.**

Or worse, I would have lost my mind.

Instead, I stopped working completely for more than three months. I devoted every day to solving the numerous problems we faced as a family. I had to buy and replace everything we owned, I had to set us up in temporary housing, and I had to fight the insurance company to give us what was fair. I did all this while dealing the emotional stress that such a trauma causes.

**I did the lion's share of the work because my husband owned a traditional business, and he had to go back to work or risk losing everything he had worked for. I did the lion's share because I could.**

When things were reasonably settled, I returned to work my business on a part-time basis, mostly supporting the work that was being done by my team. For eleven months, I simply held on and my business continued to pay us, even more than it had paid us when I was working full-time.

In the final analysis, when I thought about what might have happened if I had not built a successful network marketing business, I was left with a great feeling of having done the right thing for myself and for my family.

I had no idea when I made the decision to enter the industry twelve years earlier that it would be so critical to my future.

I had no idea that it would save me from bankruptcy and allow me to end up in a better situation.

I had no idea that it would be such a perfect match for my talents and abilities.

**All I knew was that I had tried everything else, and nothing else was working for me as a woman and as a wife and mother.**

There is no glass ceiling in network marketing.

There is no one telling you to sacrifice your children in order to get ahead professionally, or to sacrifice your career to have children.

There is no one telling you how hard you have to work, or what they will pay you for the job.

**For the first time in my life, I felt the freedom to name my price and achieve it within my time frame.**

If my family needed me, as they did last year, I was free to be where I was needed for as long as I was needed.

I believe that network marketing, as a profession, is the absolute best way for women to take control of their lives, to be there for their families and their communities, and most importantly, to be valued for who they are and what they bring to the table.

I remember telling my husband about my day one evening at the dinner table. When I finished my excited recounting of what I had done, his only comment was "Wow, someone has made a business just for you." And he was right, to a point.

It is the perfect business. Except "someone" didn't make it for me. I did.

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