

## What's So Special About Network Marketing?

*All the advantages of business ownership—financial freedom, time freedom, decision-making freedom—plus the advantages of a typical job with a large company—a well-refined product offering, reliable accounting, second-tier customer support, and a proven plan for success.*

I could make a long list of all the various things that make network marketing great: financial freedom, time freedom, the focus on relationships, and so on. But what makes network marketing not only great, but *unique* and *special* as well?

Any form of entrepreneurship can lead to financial freedom.

Any form of passive and leveraged income can lead to time freedom.

Any sales, marketing, or business development job can focus on relationships.

What makes network marketing so special—more than just the combination of these things?

As I see it, there are two things that make network marketing really stand out from all other types of business.

## **The Best of Both Worlds**

In the typical business, there are basically three roles: creators (the people who make the products or service offerings); deal-makers (those who market and sell the product, or who make deals with others to help sell the product); and supporters (the people who take care of the other two types—everyone from the shipping dock to the front desk to the CEO).

**As a typical solopreneur, or founder of a small business, you typically have to wear many of these hats, if not all of them.**

Not only do you have to create the product offering, you also must develop the marketing strategy, create the marketing materials, go out and sell the product, deliver it, follow up to collect money owed to you, and make sure that your employees and subcontractors get paid.

But in network marketing, you don't have to create the product or service. A group of researchers and developers have already worked to create and test a great product for you.

Professional product managers and marketers have developed the packaging, pricing and positioning, plus most of the marketing collateral you'll need—certainly enough to get you started.

**Your upline sponsors will have already developed success strategies that may not guarantee your success, but will at least significantly improve your odds if you follow them.**

And a good company also provides most of the support you'll need. Commissions are automatically calculated from orders,

and you get your check reliably. A customer service department handles issues that you can't address yourself. In many cases, the company handles ongoing order fulfillment. With the right company and the right upline, you get the best of both worlds.

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**You're the pilot, but you're never flying solo.**

### **The Ability to Be Small**

I know we all have great dreams of growing our business huge one day, but relish in your ability to do things on a small scale, especially when you're first starting out. It is one of the things that make network marketing rare, if not unique.

Some types of business can be started on the side while you hold down another job—Internet businesses, a product you're creating to take to market, etc. But many others can't. You can't do consulting during the day while you're working full-time somewhere else. You can't open a retail store or a restaurant just evenings and weekends.

**An MLM opportunity, though, can be started part-time while you're still working a full-time job. Or it can easily be added in gradually to your mix of other businesses.**

It's not just when you're starting out, though. When the company creates a new product or service offering, they assume that development risk, and it's your choice as to how little or much you want to promote it.

**You can think big, but you don't have to do big—you can do small, over and over and over again.**

You can see what works with one customer and then do it again, and again. When you add your first distributor under you, you share what you've done with them so they can try to repeat it. You watch and learn from them, and you refine it. Then you add another, with even more wisdom to share to help them be successful.

When you add these two traits of network marketing to the other obvious benefits—time freedom, financial freedom and decision-making freedom—it's a unique and compelling combination. And that flexibility means that there's no "one right way" to do it—it can be whatever you define it to be in your life.

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