

**Why  
I Think  
Network  
Marketing  
Is a Perfect  
Opportunity  
for Anyone  
in the  
Military**

*I believe that this business is a gift—perhaps the best gift that someone in the military could possibly receive. Service men and women make excellent network marketers. Plus they get to leverage their unique circumstances and experiences, giving them a running start towards success in this industry.*

**B**eing a member of our armed forces is a noble and honorable profession in pursuit of duty, honor, and country. Unfortunately, the members of our armed forces do not enjoy a wage that corresponds with the amount of time that is sacrificed by being away from their loved ones—nor the obvious “hazard pay” given in other occupations.

So, why do I think that network marketing is such a powerful opportunity for someone in the military?

The answer is simple, but multifaceted, so I’ll start by making a list of points and then come back and go into more detail about each one.

- **Relationships**
- **Leadership**
- **Circle of Influence**
- **Geography**
- **Spousal Work Opportunities**

## ● **Finances**

As I drill down into each of these topics, you'll notice they are all pretty much interrelated with each other.

### **Relationships**

Network marketing is a business that is built one hundred percent on relationships. So too are the friendships formed in the military.

One of the strongest bonds that can ever exist between two people comes as the result of having had to depend on each other in a combat or life-threatening environment. The military spouse also develops strong relationships with friends they make in their unit support groups while the service members are deployed.

Military people move around a lot. They're thrown together with men and women of all races, religions, educational experiences, personality types, interests, values, strengths, weaknesses....

**They're either very good at relationships, or they get good. Their lives depend on it.**

### **Leadership**

Network marketing is also built one hundred percent on leadership. Every network marketer is the leader of his or her organization, and success or failure in this business is based on one's skills and ability to lead.

Military service is all about learning how to lead and learning how to follow.

**I don't think anybody knows more about leading and leadership than someone who has served in the military.**

In every organization, civilian or military, there are two separate chains of command—the formal and informal.

In the formal chain of command, the authority figure is empowered by the business or the military itself. However, in the informal chain of command the leader is empowered by the people that willingly follow them and look to them for direction or advice. That's the way it is in network marketing.

As a military service member, you know leaders that you would follow into the fires of hell and back. Unfortunately, you've also been exposed to so-called leaders that use their people as stepping-stones only to serve their own purpose. That doesn't work in network marketing.

**The beauty of network marketing is that we get to pick whom we choose to partner with and invite to join our business. And we get to choose our leaders for who and how they are.**

Indulge me for a moment, while I address the subject of being choosy about whom you invite to be a member of your business team.

I believe that this business is a gift. Therefore, when I interview a prospect as a perspective member of my business I don't know yet, I start by having a conversation with them to determine if I really want them on my team.

Keep in mind that this is a business, and you don't want just anybody working with you as your partner. It's okay to be persnickety—not everyone gets a waiver (an exception to policies and/or procedures), not everyone gets promoted below the zone (ahead of their year group), and not everyone gets to be on my team.

## **Circle of Influence: The People You Know**

The military family member knows many more people than the average person, because they are forced to relocate much more often than most people do. The average American never moves more than one hundred miles away from where they graduate from high school. Yet the military family member quite often has friends that are stationed all around the world, and they are constantly meeting new people.

In network marketing we speak about your “circle of influence”—all the people you know—and being a “center of influence”—that means that those people know, like, and trust you.

**Military people all have large circles of influence and many are commanding centers of influence, as well.**

## **Geography**

The fact that military people travel so much gives them a fantastic advantage to develop a large and wide-reaching business—even reaching worldwide.

Most people in the “home-based business world” would love to have this opportunity—yet most military people take it for granted, or even consider it a form of punishment by not being able to be close to home.

I say, take advantage of the situation as the blessing that it is and use it to build a great, big network marketing business.

## **Spousal Work Opportunities**

This is a topic that's a sore subject with me. Over the years, I've seen so many military spouses have to give up a good paying job at one duty station and take a significant cut in pay at the next location they were assigned. Worse yet is the spouse

that can't find a job in their career field at the new duty station.

Every military person I know, or have known over the years, has either experienced this personally, or knows someone that has.

With a home-based network marketing business, you have the ability to take your business with you everywhere you go, and when you work for yourself, you never have to look for a job again (or a better boss).

## **Finances**

Most people in the military are living paycheck to paycheck and don't have a lot of cash to start a business of their own. Unlike a franchise that has a minimum startup cost of tens of thousands of dollars (along with restrictions like territories and regions), a person can often own their own home-based network marketing business for five hundred dollars or even less (and no territorial restrictions apply).

There are many benefits to owning your own home-based network marketing business, such as:

- Setting your own work schedule
- Taking your business with you wherever you move
- Choosing the people you partner with
- Being your own boss
- The tax advantages only available to a business owner
- The ability to make some fantastic friends all over the country and around the world

**Every person—military and nonmilitary—that is associated with our armed forces should take a long, hard, serious look at the network marketing industry and the opportunity it provides.**

In all my time on active duty, I never found a business that I and/or my spouse could be involved with—at every location where I was stationed—with the exception of this remarkable industry.

My only regret is that I wasn't smart enough to have gotten involved sooner than I did. I've spent the majority of my adult life as a leader, instructor, trainer, mentor, and coach in some capacity or another. I have yet to find something that I can do that benefits the lives of more people than network marketing.

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**Jim Gillhouse** has been involved in the network marketing profession since 1997. He is a founding distributor with XELR8 and a charter member of the XELR8 X Factor Plus Leadership Development Team. When Jim's not network marketing, he's a colonel in the army, instructing military pilots how to fly helicopters. Tellingly, Jim and his wife Annette hail from Enterprise, Alabama.

"One of the things that moves me is a desire to save others from the frustration, anxiety, pain and 'brain damage' that I, and some other people experienced while getting started in this industry... the vision of providing the highest quality of life for my family that I possibly can... I am motivated by helping others to overcome their fears, go for their dreams, and reach their goals."

You can hear "Jim's 4 Minutes" every week at the conclusion of Tom Chenault's Home-Based Business Radio Show and learn more about Jim on his weblog. "Jim's Final Four Minutes," here: <http://Jims4Minutes.blogspot.com>