

Your Free CAMELOT  
Newsletter-Report No.1  
a sample extract from our E-Book  
"Genuine Wealth Creation"

An introduction to  
**Network Marketing**  
**& MLM**  
(Multi Level Marketing)

<http://www.WealthCreationConsulting.com>

Welcome to the first in your Free series of Newsletter-Reports. These are 'extracts' from our extensive e-book "Genuine Wealth Creation" We trust that the insight they will provide you with will change your life for the better, forever but this is merely a "peek" into the depth of the "Well of Knowledge" that our extensive E-book contains.

Make no mistake, the world of commerce is seeing a quiet revolution in the fundamentals of how business is conducted. The "old world" of traditional sales & distribution has changed, forever. Decades ago the only place you could buy products were at normal retail outlets - at your local store. Well that has all changed and is still changing, only now the pace of change is quickening.

Back in 1934 Carl Rehnberg founded Nutrilite which claims today to be the world's largest manufacturer of vitamins & food supplements. In 1949 two young men, Rich DeVos and Jay VanAndel became distributors for Nutrilite. Ten years later they founded Amway which you will have surely heard of. These early pioneers of Network, Multi Level, Marketing were followed by others selling plastic kitchenware, cosmetics and so on. Today, with the aid of the internet, almost everything can be bought through MLM with sales running into the billions.

Network Marketing/MLM began as a purely American business concept but today it is very well entrenched in almost every developed country and is spreading throughout the rest of the world. Today you can buy not only products this way but services as well.

Make no mistake about it even quiet revolutions like this will, sooner or later, impact upon your life and your business opportunities.

As you will learn from our E-Book there are many ways to create real wealth but choosing which is the right opportunity is, for most people, that first, hardest step. Of course one very vital factor that will greatly influence your choice is how much money, how much capital, you have to start with. **Network Marketing/MLM can be an ideal first step for those with very little 'start-up capital' or any real business experience.** Our E-Book explores & explains the pluses and the minuses of virtually every form of Wealth Creation.

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## So, what is Network Marketing - sometimes referred to as MLM, Multi Level Marketing?

(For your ease of reading we will refer to both of these terms jointly from now on simply as “Network Marketing”).)

Fundamentally it is a system of the “Duplication of Effort”. Like Franchising it is the ability to “duplicate” what one person can do, over and over and over again to achieve the greatest success possible. Network Marketing uses the combined, but individual, efforts of many to achieve the powerful penetration of a product or service into a marketplace.

Network Marketing will normally take the money that is spent on conventional advertising & marketing and use those monies to contribute towards the income of their independent “distributors” or “representatives”. Many would argue that this is a much more effective means of getting a product into a marketplace.

Network Marketing could be even more correctly described as being “Relationship Marketing” in that one sells, or markets, one’s products, or services, to people that one already has a relationship with. It is easy to understand that, for most people, it is easier to sell a product, or a service, to a member of your own family or to a close friend than it would be a total stranger - especially if you have never done any selling previously.

One extremely interesting phenomenon we have seen with Network Marketing is that it can take people who have never sold anything in their lives into a ‘comfort zone’ where they grow as individuals and end up becoming great sales people and still do not consider themselves to have changed vocations. Of course, if you are already an experienced sales professional then Network Marketing for you can be like a “duck taking to water”.

Please do not be scared of, or concerned about, “selling”. If you are then our E-Book will also help you learn the fundamentals, the philosophy and the skills of the sales process. It will help you feel comfortable with what might become a vital change for the better in your life. Not only that our E-Book WILL help you learn how to sell MORE be it inside a Network Marketing situation or outside of it.

Always remember that if no-one ever sold anything then we would all still be living in caves. The “sales process” is something you do “for” someone not “to” someone. When a sale is made by a good person with good intentions with a good product then everyone benefits and the person that benefits the most is the person buying the product or service - without doubt!

### SOME BASIC ECONOMIC PRINCIPLES.

Before we get into explaining what you should really be looking for when it comes to Network Marketing business opportunities we feel it is necessary to state some basic economic principles that need to be clearly understood. These are;

1. In any business “Nothing happens until a Sale is made”. There is no need to set up and run a production line, set up a distribution & delivery system, hire accountants and so on **unless a Sales person sells something!**
2. Unless it is a government owned and funded enterprise virtually all businesses will derive their income and thus their profits by the sale, one way or another, of a product or of a service.
3. Other than the very top management executives, Salesmen or Saleswomen are, on average, the highest paid members of any company - due mainly to Principle number 1 above (“nothing happens until a sale is made”).
4. Businesses and companies that do not constantly strive to further develop and expand their sales will ultimately fail and disappear.



5. If you have any doubt at any time please see Principle number 1 above again!

Traditionally products or services were, and are, sold by sales people employed in a traditional employer-employee relationship. Now by nature good salesmen & saleswomen generally possess a more driven, a more motivated, personality and as such are normally quite entrepreneurial. They normally possess good “people skills”, make friends easily and handle ‘rejection’ well. A good sales person will normally handle ‘rejection’ as if “it were water off a duck’s back”.

Of course, most people do not have such attributes or talents but they still want to get ahead and be successful in life with a secure and happy future. Therefore such “non-sales” people need to handle a top earning “sales” business opportunity in a different way and this is where Network Marketing comes into its greatest strength.

In the world of selling you will quickly learn one fundamental basic - “People will not buy anything from someone that they do not trust!”. Think about this yourself from your own experiences. Have you ever walked out of a store and bought what you wanted elsewhere because you did not like, or trust, the sales person?

So logically it makes good common business sense that if a sales person is trying to sell a ‘new’ product to someone that they will be so much more successful if they already know and trust that person. If that required level of trust is already established then making the sales is considerably easier.

What also makes good common business sense is being able to dramatically reduce your Marketing & Advertising & Retailing costs which in most industries can be a significant percentage of the costs for a company. Marketing, Advertising and Retailing are, after all, only ways to bring a product or a service to the attention of a potential consumer or buyer.

So does it not then make good common business sense to combine the attributes of all of these issues into one business solution? Therefore.....

**Network (Relationship) Marketing**  
**= Increased Trust AND Reduced Marketing, Advertising & Retailing Costs**  
**= Increased Sales & Increased Benefits for the Sales Team!**

So in a well run Network Marketing company these “benefits” should flow ‘downhill’ by way of a ‘share’ of those benefits being distributed as a healthy Sales Commission to the Network Marketers (also known as Distributors or Representatives) of that company. In many, many instances a Network Marketer will succeed due to a pre-existing, direct or in-direct, relationship with the buyer, where a ‘traditional’ sales person may well have failed.

The beauty of all of this is that due to the pre-existing relationships, that pre-existing ‘trust’, the Network Marketer does not have to possess all of the attributes that would normally be required, or expected, of a ‘traditional’ sales person. They already know the potential client - or they know someone that knows the potential client!

Therefore you can see that you do not need to be a “top-gun” salesperson to be great in Network Marketing! We will repeat it again - Network Marketing is Relationship Selling!

So now that you understand a little bit more about the concepts what should you do if you wish to get into Network Marketing?

Well following is some important advice.....



## What to look for and do to succeed in Network Marketing.

1. Ask how long has the company been around? Is it a new 'start-up'? Has it been around long enough to have all of its procedures in place and working well? Is the company financially secure or debt free? Find out if they deliver on time, all the time? Is the "business" you buy transferable or able to be 'willed' to your family?

2. As we said previously Network Marketing is about "duplication" of effort. Look at and learn from those in the company that have been successful. Endeavor to duplicate the methods and techniques that they have employed. In many cases those successful people in the Network Marketing company will be happy to assist and train you because, if the company's "rewards" are modelled correctly they will also benefit from your success.

3. Do not rush into the very first Network Marketing opportunity you get introduced to. Make no mistake about it the person that is introducing it to you will be excited about his or her opportunity. There will most likely be some 'gentle pressure' on you as it is likely the person introducing it to you will be a friend or a family relative. Think carefully about some of the points that follow before you make your decision to join any particular business venture.

4. What kind of products or services are they, or the company selling? Is it something, like vitamins or soap powder & so on that anyone can buy at any corner store or supermarket? Just because their product may have some 'special ingredient' or feature it does not, necessarily, mean that it will be easy to sell to others, either in the first instance or for any subsequent sales.

Remember it is always easier to sell a 'repeat' sale to a current user than it is to make a completely new sale to a new customer.

5. Is it a quality product or service? If it is not or if it is not well supported by the parent company then it will be much harder to make those 'repeat' sales which should, normally, be easier to make.

6. How well is the product or service priced in the marketplace - is it competitive in both price and features? Always endeavor to stay away from products that are too costly despite how great their 'features' may be - they will, most likely, be difficult to sell in any volume or for you to get those important repeat sales.

7. Be cautious of Network Marketing companies that focus on only signing up other people below you and not on selling good quality products or services. These companies will generally fall over and fail in time.

8. Do you need to buy and carry stock of the products yourself? Do you have to commit to the company to buy a minimum monthly order whether you sell your stock of their products or not? If so be very cautious and consider any such venture carefully.

9. Does it have a 'low entry' sign up cost? Most successful Network Marketing enterprises do not require a great amount of investment to get started as they make their income by generating good volume sales. If you are asked to make a considerable investment you need to research the 'opportunity' very carefully and, as necessary, seek advice from professionals, such as an independent accountant or business consultant, just as you would if you were buying a Franchise.

Please do not confuse Network Marketing with Franchising. These are really totally different although they do share several common characteristics. Our advice to most people who are wanting to start out in a business of their own for the very first time, those that want to be independent and work for themselves, is that they should seriously look at Network Marketing business opportunities as a much better 'vehicle' for their time and money than the majority of franchises. (Our E-Book has a great deal of information on Franchising as well.)

10. Does it provide you with a "Residual Income"? This is explained in greater detail on the next page.



## **A RESIDUAL INCOME - What is it? Can Network Marketing provide it?**

Believe it or not most people that are working in a job are only ever 90 days away from bankruptcy! Now this may sound a bit scary and even an outlandish statement to make but you need to consider this information, carefully!

If YOUR income suddenly and absolutely stopped, for whatever reason - sickness, car accident, loss of your job etc - how long could you survive on your savings if, in fact, you have any savings? Other than hopefully getting some kind of social welfare payment from insurance or from the government, how long could you continue to pay the rent, the mortgage, buy food, make your car payments and so on?

Believe it or not most people would not last 90 days and that is why it is vital that you ensure that you have in place something that gives you an income, a cash flow, whether you work each day or not!

(Have you heard that the word JOB is short for "Just Over Broke" - you are only getting paid enough to keep you coming back for the next payday!)

Lets pretend that you have \$1 million in the bank (or a million Pounds or Euros). Now in today's relatively low interest rate environment lets say that you get 5% interest on that cash in the bank. Okay that will give you \$50,000 a year (or Pounds or Euros) as an income.

Now by the time you pay income tax on that interest and your cash depreciates due to inflation you are really no further ahead at the end of each 12 months are you? Needless to say you probably could not maintain your current lifestyle could you?

We do not have to tell you how hard it is to 'save' \$1 million to have as cash in the bank do we? Let alone a million Pounds or Euros!

Okay so how does the 'average Joe or Jane' protect themselves from bankruptcy in 90 days should they lose the income from their job? Yes you guessed it - develop a Residual Income!

But developing a source of Residual Income is not easy for most people. In fact, it is almost impossible for all that are relying on their jobs as their sole source of income.

Now if you already have a lot of 'spare cash' you could invest in stocks/shares or in real estate or in your own business (all of this is also covered extensively in our E-Book "Genuine Wealth Creation"). Of course most 'owner-run' businesses do not survive for very long without the owner unless the business has grown to a reasonable size and a professional manager can be employed should the owner be away sick for any lengthy period.

Okay so lets say that your circumstances are such that you do not currently have huge amounts of cash in the bank, nor a sizeable investment in good dividend paying stocks/shares nor sizeable real estate investments. So knowing all of the above what is your best option to protect yourself and your family against any potential bankruptcy in 90 days?

There are Network Marketing companies that offer very real opportunities to develop your own Residual Income businesses without the need to have tens or hundreds of thousands to invest and that do not require a College/University degree to operate them.

What you need to do is to locate a Network Marketing company that only requires an investment of, say, a few hundred dollars (or Pounds or Euros) and will allow you to work your new "Network Marketing Business" a few hours a week while you still keep your normal 'day' job. You would need to devote whatever time you can until your own 'part-time' Network Marketing business develops sufficient Residual Income for you to quit your "day job". There are genuine Network Marketing opportunities that can help you achieve 'your independence' in less than 6 months with little risk and provide you with real wealth.



What you also need to select is a Network Marketing company that can provide you with products or services that people, just like you and your friends, use every day or every month regardless! Ideally this should be a “recession-proof” consumable that the vast majority will use on an on-going basis, month in, month out - and as we mentioned earlier, something that they cannot buy at any supermarket or corner store.

True Wealth Creation is where you have money coming in each week regardless as to whether or not you go to ‘work’ each day.

This should be your “Quest”, your objective for your immediate future - don’t become a 90 day victim.

## **DO NOT LET OTHERS STEAL YOUR DREAMS!**

To be successful in business and in life in general you need to have a Positive Mental Attitude - a “can do” belief in yourself. One of the greatest destroyers of success is listening to negative people so always try to surround yourself with positive people - do not listen to the people that will tell you cannot achieve your dreams - but we will always advise you to do your own research and learn as much as you can before you set out to chase those dreams.

If you do choose Network Marketing as your initial path to financial independence and success then make sure that when you seek people to join your organization that you spend your time selecting “quality” people. People that have that a Positive Mental Attitude, people that also surround themselves with other positive “can do” people. When you achieve this you have really started a Wealth Creation strategy that you will always be thankful for and proud of.

## **IS NETWORK MARKETING THE SAME AS “PYRAMID SELLING”?**

There are uninformed people around that might say to you “isn’t Network Marketing (or MLM) just the same as those Pyramid Selling scams of years ago. The short answer is a resounding “NO”! We will explain why;

1. In Pyramid Selling there is no real product or service being provided. These are schemes whereby someone buys into the scheme and only gets his money by bringing other people in underneath him. In Network Marketing there is always a real product or service being provided - if there is not then steer away from that company.
2. In Pyramid Selling the people who come in last, at or near the bottom of the Pyramid, cannot make an income to recoup their investment. In Network Marketing people that come in last can still make more income than the people that signed them up as there are always other people to sell the products or services to - they are not reliant on signing other people up to a membership to generate an income.
3. In Pyramid Selling you cannot move upwards whereas in Network Marketing there is always a path to the top by merely selling more products or services.
4. In most developed countries Pyramid Selling is illegal whereas Network Marketing is, in reality, legal, flourishing and growing at an amazing rate.

**A good Network Marketing company  
will put you in a situation where you are;  
“In Business for yourself but not by yourself!”**

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## A SUMMARY!

There is no doubt in our collective minds that of all of the potential methods that you can embark upon to start building your own wealth a good Network Marketing business opportunity will get you underway with the lowest investment costs and the lowest risk.

This does not mean that you can only make a modest income due to the low start-up costs. In fact, if you choose the right Network Marketing opportunity at the right time (not too early and not too late, with good quality products or services) then you can have an amazing income potential.

Your own circumstances will obviously dictate, in many ways, how you can best start a new business of your own. You may have special skills or experience, you may have more than enough cash or assets to start your own specialized business. That is great if you have and you would definitely benefit from the many other chapters in our E-Book "Genuine Wealth Creation".

But ask yourself - are you among the majority of people that drag themselves out of bed almost everyday to go to work for a boss that you may not necessarily like or respect?

Do you find that you never have sufficient money left at the end of each week or pay period to do the things that you'd like to do, let alone save up enough cash or assets to start a business of your own? A business that might cost you tens or hundreds of thousands to develop before it becomes profitable? Please remember that very few new, conventional, businesses make a profit in their first or even second year!

So if you're in the normal situation of the average man or woman, how do YOU break out of this seemingly endless cycle of not having enough income to develop, or start, the savings that you need to start your own independent business, your own free and independent lifestyle where YOU make the decisions, not someone else?

Well if you choose wisely Network Marketing - MLM - can achieve this for you.

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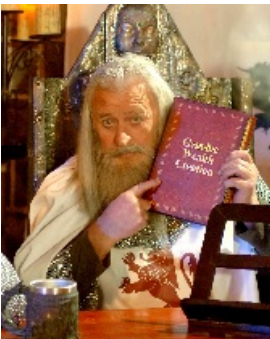
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***If you would like to learn about TWO great Network Marketing - MLM - Business Opportunities that will help you build YOUR Wealth with great Residual Income potentials go to;***



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