

Success Factors

- **Company Track Record**
 - Most companies fail within the first 5 years
 - Look for a company that has been in business for at least 5 years
- **Financially Sound**
 - Look before you leap – will it last?
 - Debt-free company is much more preferable (so they can pay you)
- **Strong Management**
 - Most company's owners are the MLM'ers and own the downline – You don't want that.
 - The result: Most companies make decisions to make themselves wealthy at the expense of the people's (their customers) futures
 - Want Fortune 500 style management
- **Consumable Products**
 - You don't want to create the "need" to buy for your customers
 - Products should already be used by EVERYONE
 - This creates residual business income
 - No new money being spent
 - People's budgets aren't being changed
- **Competitively Priced**
 - Products should be valued lower or equal to supermarket
 - Smart economics – great value in being a customer
- **High Reorder Rate**
 - 95% monthly reorder rate for both the customer and the business owner
 - Creates residual income for the business owner (more income stability)

- **Low Personal Production Requirement**
 - Very low monthly order requirement and no monthly quotas
 - No inventory to be bought or distributed

- **Low Entry Fee**
 - Very low cost for anyone to join (not in the 100's or 1000's)
 - Enroller is not paid bonus on entry fee
 - Come in the right way – not buying inventory

- **Low Attrition**
 - Remember the 80/20 Rule?
 - In most companies if the customer doesn't order...business builders quit
 - Want something the 80%'ers can do as well
 - Stable, residual income, repeat purchases

- **No Breakaways**
 - Never penalized for bringing in someone better than you
 - Your organization and/or volume should never be taken away from you
 - Many companies use Binary Plans
 - Forced to reward the non-producer in order to get paid

- **No Risk**
 - Everything should be fully refundable
 - Should be safe for customers and business builders
 - Should be something the 80%'ers can do (80/20 rule)

Questions To Ask Yourself:

1. Which one of these factors would you be willing to take off the page and still throw your TIME, ENERGY AND REPUTATION into?

2. Are you looking for the NEXT one, or are you looking for the LAST one?

GOAL: To Build Reliable, Residual Income. Remember The 80/20 Rule.