

CHAPTER 58

THE INDUSTRY WHOSE TIME HAS COME

BY LYNN LEACH

Did you know that there is a recession proof, virtually untapped, global industry that has steadily grown for the last 20 years and actually had an 80% sales increase over the last 10 years, according to a recent Forbes Magazine report? With over \$105 billion worldwide and \$30+ billion in US sales, only 70 million people worldwide and 15 million US citizens are currently involved in this industry – and that is less than 1% of the world's population. The prospects for long-term global expansion are excellent. This is an industry that has steady annual growth, healthy cash flows and a high return on capital. It is an investors dream and one of the best-kept secrets in the business world. It is also, in my opinion, an answer to many financial stresses for the American economy. What is this intriguing industry? It is network marketing: the new franchising opportunity of the 21st century and a revolutionary shift in marketing.

Let's talk for a moment about why I feel network marketing can be an answer to so many of the stresses on the American economy. A recent personal development in my husband's employment has brought a new issue to light for me. My husband Norman has worked at a power plant for more than 30 years. Some devastating news was delivered to the employees of the power plant several weeks ago. Norman's plant is joining the growing list of coal-fired power stations that are closing. Because we had not been affected by any of the downsizing patterns that so many in the US have had to face, I was not particularly aware of

the impact on lives this really made. I knew some people struggled with downsizing, but I had not dwelled on it, or given it much thought. But with the touching the personal lives of so many friends and co-workers, a glaring fact has reared its ugly head, and now I am aware of the impact this actually makes for certain segments of the population.

In particular, I want to address seniors. Many of the employees being let go fall into a group that is not able to retire comfortably. And when you reach a certain age, it becomes difficult to acquire a new position with a different company. And yes, I know there is not supposed to be age discrimination for hiring...but the reality of finding a job after the age of 50 is definitely difficult. Jo Ann Jenkins, the President of AARP Foundation, sent me an email yesterday and stated, “Right now, more than *2 million* Americans age 55 or older are officially unemployed. Many of these people are former – and would-be – workers who are suffering in the wake of the latest economic downturn as they compete for a limited number of jobs. Even as the economy shows signs of improving, recovery for older Americans remains painfully slow. Older workers sometimes lack the technology skills for today’s jobs. Others face discrimination from employers who want younger, “more energetic” employees. As a result, older adults remain unemployed for twice as long as younger workers, approximately 54 weeks!! NETWORK MARKETING can be an answer to this issue for many who have fallen into this category.

In addition to the senior segment of the population, non-profit charities and faith-based organizations are also feeling the stress of the economy, and many are recognizing the wisdom in adopting a network marketing company to help in producing monthly residual income for sustaining programs and ministries. As non-profits build success with network marketing, more and more non-profits and churches are jumping on board with open arms of acceptance for this funding opportunity. As these groups become educated about network marketing, they begin to see how it is a powerful, legal, viable distribution method that benefits everyone on many different levels. Network marketing can help the non-profits overcome the downward dip in charitable donations and funding opportunities.

If you want to make money in today’s world, you have to recognize that you need to own your own business. BUT, 90% of new brick and mortar businesses fail within the first 5 years. Business owners work long hard

hours without pay for years, sometimes for 5 to 10 years. And the cost for these new start-up brick and mortar businesses is astronomical. An attractive alternative to building from scratch was buying a franchise, because all of the groundwork was already done. They are attractive, because the normal person can buy in, regardless of their business experience, education, marketing expertise, management skills, people skills, or accounting skills. It doesn't matter what your skill sets are, what your strengths or weaknesses are. You get a complete business model that is duplicable and will work for anyone. And the franchise you select has the national advertising in place for you, so the brand is recognizable and will work for anyone.

According to the International Franchise Association, 30% of all retail dollars spent in the United States are spent in franchise establishments. However the start-up costs to begin a franchise business can be extremely high, and the statistics show that 1/3 of all franchises fail. The reality is that the risk factors and the dollar investments are very high, and these put this option out of the range of most people. Network Marketing offers the same type of duplicable business model that a traditional franchise offers, but without the high costs and high risk factors.

Robert Kiyosaki, Donald Trump and Warren Buffet all recognize the wave of the future and the tremendous wealth-generating opportunity of the network marketing model and have taken advantage of adding it as one of their own personal investment strategies. An interesting fact to take note of is that 10% of new millionaires made their money in network marketing. It is not only the wave of the future, but in fact the new franchise opportunity of the 21st century.

Here are a few interesting quotes on network marketing:

Steven Covey: Bestselling author of *Seven Habits of Highly Effective People*, "Network marketing affirms people's worth and potential and can open up a whole new alternative income stream that can make a huge difference in their life. It's an entrepreneurial opportunity where people can use their talent and passion towards a greater good."

Bill Clinton: "...gives people a chance to make the most of their lives."

Tom Peters: Bestselling author *In Search of Excellence* and *Circle of Innovation* called Network Marketing "...the first truly revolutionary shift in marketing...in over 50 years."

Warren Buffet, Berkshire Hathaway, Billionaire, 2nd richest person in the world, has been out trying to buy up network marketing companies and now owns three including *Pampered Chef* – which he said was: “the best investment I ever made.”

Robert Kiyosaki: author of #1 NY Times bestseller *Rich Dad, Poor Dad* has said, “Network Marketing gives people the opportunity, with very low risk and very low financial commitment, to build their own income-generating asset and acquire great wealth.”

Donald Trump: “...it has proven itself to be a viable and reliable source of income.”

Paul Zane Pilzer: Bestselling author of 5 books including *Unlimited Wealth*, *The Next Trillion* and *The Wellness Revolution*. He is a Wharton economist and economic advisor to two US presidents. “Yesterday’s fortunes were in physical distribution: Target, Wal-Mart, Home Depot, FEDEX, etc. ...For those looking to create long term wealth today, educating people one-on-one about products and services is now the #1 business opportunity – called ‘intellectual distribution.’ Direct selling is the perfect intellectual distribution business for today’s economy.”

Sir Richard Branson is one of the world’s most innovative entrepreneurs. He founded Virgin Airways and Virgin Records and now owns a network marketing company called Virgin Cosmetics.

1. So why is network marketing a smart choice for so many?
2. You can start with a very low initial investment and you have little capital risk.
3. You own your own business, you are your own boss and you make your own schedule.
4. You can work from home or you can travel and work from virtually anywhere. We jokingly say, “Have cell phone, have computer – will travel!”
5. You control your income and your future. You are not dependent on what others think of you, as in the case of a boss responsible for your reviews and raises.

6. The IRS allows us amazing, legitimate tax benefits for in-home offices and owning our own small business. It is my personal belief that EVERY household should have a home-based business to take advantage of these tax benefits.
7. It allows you to have a Plan B in place in case of emergencies. A second stream of income to remove the stress and pressure of financial surprises is priceless.
8. You can build a very nice residual income stream that you can depend on – month after month after month. This is bread and butter money that can pay bills, supplement retirement and build savings.
9. You build as big or as little as you like. There is no glass ceiling.
10. You can fit this into your lifestyle and build according to your own work preferences and schedule. There are thousands of ways to market a product or a service, and you can select the ways you are comfortable with.
11. You are in business for yourself, but you are not by yourself. You have a company and mentors behind you that are vested in your success. Training is always available to you.
12. Your success is dependent on you alone and no one else. Your personal discipline and consistency will build your business as big as you desire. No one can hold you back.
13. You can become as independent as you desire.
14. Instead of trading an hour's worth of work for an hour's worth of pay, you can do the work once and get paid over and over and over again. Building with a consumable product or monthly service has a built-in reorder business for you that grows each month you continually work it.
15. You get a road map, charted course or blueprint to work from. Network Marketing businesses provide a simple, proven business plan or model just like a franchise provides, but without the extremely high costs.
16. You do not need a college education or a pedigree to join a network marketing company. Personally, I do not care how much someone has to work with – I am more concerned about the desire in their heart to change their financial situation.

- Did you know that there are over 175,000 people joining a network marketing company each week?
- Did you know that there is a new home-based business started every 12 seconds?
- Did you know that the US alone has over 38 million home-based businesses?
- Did you know that more than 2/3 of Americans would prefer to be self-employed?
- Did you know that 44% of home-based businesses are started for less than \$5,000?
- Did you know that 70% of home-based businesses succeed within 3 years as opposed to 30% of the traditional brick and mortar businesses?

Many people dream of owning their own business, being their own boss and having the freedom to make their own schedules. Network Marketing gives you that time and freedom and can reduce the stress and pressure of financial problems for many people. It is not just those seniors who are at risk because of a failing economy and downsizing. Think about the average household in the United States in this era. Most people are living paycheck- to-paycheck. For many, it is not a question of becoming a millionaire. Some people just need an extra \$300 to \$500 a month, and that could make all the difference in the world to them. Did you know that an extra few hundred dollars a month for some people could mean that they can keep their car from being repossessed? Did you know that a few extra hundred dollars a month could save some families from having their homes foreclosed on? Unfortunately, that is the reality for many people in our country now. A few hundred dollars a month can mean some seniors can buy food in addition to needed medications, instead of trying to choose between medications and food.

How easy is it for us to share this with others? If we go out and have dinner and enjoy it, we tell our friends, family, neighbors and co-workers. But we do not get paid for it. If we see a great movie, what do we do? We share it and tell others about it so they can go see it. But again, we don't get paid for advertising that movie. Word-of-mouth advertising is so powerful. It is recognized as the best form of advertising. That is all that Network Marketing is – sharing a product or service that we

love with others. And because Network Marketing relies on word-of-mouth advertising, the companies that use this form of distribution HAVE to have the best products. They have to have products that work. Because no one wants to attach their name to a product or service that is substandard. It has been proven over and over again that Network Marketing companies have some of the highest quality products and services in the market place today.

The reality is, that you can not only build a nice future for yourself with a Network Marketing business, but you can share with others and make a world of difference in their lives. How fun is it to build a solid future for yourself, create wealth for yourself, establish time and freedom for yourself while you share products you absolutely love and help other people discover financial aid in the process? Is there any reason why you would not want to get started with a Network Marketing opportunity today?



About Lynn

Lynn Leach (1952) was born in Washington, Pennsylvania, and grew up in southwestern Pennsylvania. Her birth name is Elizabeth Lynne Yankovitch, but her nickname until the age of 27 was Nikki. Her parents were the late Maryjo Handel-Mueller and Joseph Yankovitch. She lives with her husband Norman and they have 3 sons and 6 granddaughters.

Lynn has been involved in ministry since 1969, and is a retired pastor. She served on 8 different boards of directors and has been a volunteer with many non-profits and faith-based organizations since 1969.

She was in restaurant management for 13 years and enjoys cooking. She has also been involved in direct sales and network marketing since 1968. She was the first to reach PREMIER, the top position, in her primary company: Q International, and she is also the Director of Corporate Training for Emmutec. She owns COMMON SCENTS HEALTH RESEARCH & WELLNESS CENTERS, COMMON CENTS VACATIONS and LEACH PUBLISHING.

She is a #1 Best-Selling-Author who has not only co-authored several books, but has also developed her own *MENTOR WITH LYNN* Marketing Series, *WILDERNESS VOYAGE* 40 Day Devotionals Series, *IT IS WHAT IT IS* Health Series and *COMMON SCENTS COOKING* Series. She is working towards getting them all published, and is also currently working on a children's series entitled, *ADVENTURES WITH RAINBOW AND COCO*.

Lynn conducts monthly BOOT CAMP INTENSIVES, Seminars and Workshops and is available for speaking engagements.

Her main website is: www.lynnleachconsulting.com