

YOUR NEW YEAR'S RESOLUTION: Start a Home Business!

hbc the ultimate home business guide homebusinessconnection **01.06**

Start the New Year with an Extra **\$100,000!**

Make **MORE** money in 2006 with this leading home business opportunity. **SEE PAGE 10.**

GET WEALTHY Investing in Real Estate

MAKE MONEY Even When You're Not Working

DISCOVER VENDING—the Flexible and Fun Opportunity

FEATURE STORY

BY JEFFREY BABENER

an ideal MONEY-MAKER

Millions are drawn to the flexibility and profits network marketing offers.

Although network marketing isn't for everybody, millions of people from all walks of life consider it to be the right opportunity at the right time. The fact is, becoming an independent distributor can fill important needs and fit within the time and money limitations many people face.

Virtually No Investment Required

Most companies require only the purchase of a modestly priced sales kit (\$25 to \$100) to get started.

The Chance to Own a Business

Because network marketing can easily be done part-time, and worked around a full-time job, it gives people who work for someone else the chance to own their own businesses and jump into the world of entrepreneurship. In this world, they are rewarded for risk-taking, and have control over their working environments.

Extra Income and Possible Tax Benefits

Network marketing allows people to earn additional income in their spare time, or even create a full-time, high-paying career. Plus, they may enjoy some very real tax benefits through operating their own home businesses.

An Ideal Home-Based Business

The vast majority of network marketers run their businesses from their homes, making it perfect for those who want to earn extra income, yet still spend time with their families.

Social Interactions

In an age in which we find ourselves "cocooning" into our own homes, one of the greatest attractions network marketers point to is the plus of social

networking. Because this is a people business, distributors make many new friends and acquaintances.

Self-Esteem

Every network marketing company gives its distributors recognition for their achievements. Thanks to this recognition, many distributors have found new self-esteem.

In-Tune with the Times

With the nation's leaders imploring citizens to become financially empowered and to take responsibility for their own financial destiny, and with the majority of new jobs coming from small business enterprises, networkers are becoming increasingly aware that they are in tune with the times.

Why They Do It ...

And so, if you are trying to capitalize on the excitement and interest in this new class of entrepreneurs to recruit and build your network marketing business, you might want to know what motivates networkers to join with you, stay with you or, unfortunately, to leave you behind. Although the earnings opportunity is always a given for networkers, you might be surprised to find out that non-monetary factors are, perhaps, the most critical to building your business.

It's the Relationship!

As you build your network marketing business, you will soon find that it is an art and not a science. And yet, if you pay attention to the trends that cause individuals to be interested in a network marketing opportunity, and if you pay attention to the factors that motivate networkers to join you and stay with you, your chances of success will be vastly improved. So, good luck!

hbc

TOP 5 REASONS

TO JOIN A NETWORK MARKETING COMPANY

1. I like and believe in the product. (90%)
2. I like being my own boss. (73%)
3. I like working at home. (64%)
4. The harder I work, the more I make. (54%)
5. I enjoy selling. (49%)

During the past 20 years Jeffrey Babener has served as legal advisor to countless MLM startup companies as well as leading established direct selling companies such as Avon, Nikken, Shaklee, Maleleuca, NuSkin, Usana, Discovery Toys, etc. His books and magazine articles are well read, his lectures at universities and conferences are well received, and he can be reached at www.mlmlegal.com or his offices at 503-226-6600.

© 2005 Jeffrey A. Babener