

How NOT To Get Ripped Off By A Home Business Opportunity by D.Musselman

“There are THOUSANDS of ‘home-based business opportunities out there! How do I figure out which are legitimate, and which are scams?”

Good Question! Read on!

Would you like to fire your boss?

You want to make a fortune from home? Spend more time with your kids and retire in style?

Have millions invested - your money working for you?

Live a life of luxury and leave a Legacy?

Who doesn't?

Isn't that why 79 Million people in the next five years are going to start a home based business (according to *Forbes* magazine)?

79 million people - whew!

Well I have some GOOD news and some BAD news for you...

The BAD news is that it's not as easy as it sounds to setup and build a successful online business with a strong passive income.

Many have not considered the following.

-How do you generate leads?

-Do you use offline or online advertising?

-How do you “effectively” follow-up with your prospects?

-How do you know if there's actually a market for your product?

-How large should your marketing budget be if you want to make 50,000/mo or more?

-How do you make ads FTC compliant so that you stay out of hot water with the Government?

-What should you do with the money you make so you don't blow it all like most people do?

-How does your team duplicate your success?

-How do you leverage your time and resources so you're not working 70 hours a week?

There's a lot to it, but the GOOD NEWS is there is help and this information comes from the best of the best in the world when it comes to an online business.

If you've ever invested in a home business before, then this information is going to feel like a completely honest, open, and revealing breath of fresh-air when compared to the garbage you've received in the past.

I'll go as far as saying that you're going to find this unforgettable.

Today is your introduction. Before we get into the good stuff, I want to just share a little dose of reality with you to kind of set the frame for what's to come.

My goal is that an online business can be simple very duplicable and REAL to you.

Too many times, too many people get sucked into hype and sold on empty promises and hype (God knows, it happened to me often enough). Even the very best system that does most of the work for you will require your 100% commitment to learning the business and how to market.

So let's take a look at what it takes to be that successful home business entrepreneur. Here is a quick look at your options...

95% of all home businesses are usually found in the multi-level marketing (MLM) or direct sales industry.

While they have many similarities, the primary difference is the compensation model. I prefer the direct sales model because it's MUCH easier to replace a full-time or six-figure income when compared to anything else out there.

-Secret 1: Choose DIRECT SALES over "MLM" if you want to generate a large income quickly.

-Secret 2: Understand how you will really make your money and build your mini-empire.

You see, a business opportunity is really nothing - not an opportunity at all. In fact, it's just an agreement on a piece of paper.

The vast majority of people who end up starting a home business do so because they get all hyped-up about some "super" new product that they think will overtake the market and make them millions in the process.

Well that's not how it works.

The only way you're ever going to make REAL money... I'm talking 500,000 to multiples of that, is to do one single thing...

And, if you'll sit back and really absorb the meaning of what I'm about to share with you, money will never be an issue for you again.

So here's the most valuable piece of advice you'll ever get.....

"Increase your personal value to the world."

Yes that's it: *"Increase your personal value to the world."*

Did you ever consider that the amount of money you make is a direct measure of your worth to society?

Well it's true, and if you want to increase your income, you've got to increase your value to others. Once you do that, money starts coming at you, and you can't even slow it down! Business becomes a piece of cake.

That's the ONLY way to achieve true financial independence, and that's what I'm talking about.

I know this might be kinda boring "self-development" stuff, but it truly is the foundation of your success. Besides, these principles have been used by successful people from Donald Trump to Olympic-level athletes. And self-development is HUGE - \$11 Billion has been spent on self-development in the past year alone! There's gotta be SOMETHING to it, right?

But before you start ANY home business, the following is ESSENTIAL:

(1) Get a mentor.

This is the key to ANY success – you want to find someone who IS where you want to be, and follow their example. For instance, one of my mentors has worked her way from near-foreclosure to being a multi-millionaire in less than 5 years. When she talks marketing, I LISTEN!

(2) Find out about the training and support.

The mark of a legitimate home-based business (HBB) opportunity is training and support. Most MLMs, etc. tell you, "buy leads, make lists of friends & family, and tell them about US!" Then they leave you on your own, and your upline mysteriously disappears when you have questions.

A legitimate HBB has training you can access 24/7. If they claim they have a duplicable system, their training should reflect that by showing **you** how to do what your upline has done. If they don't have that, run far and FAST!

(3) Find out how to market yourself.

With a legit HBB, this will be included in the training. A duplicable system is going to have to show you how to duplicate it, no?

(4) Find out how the compensation plan works.

With the direct sales model, YOU get paid first. You shouldn't have to wait for corporate HQ to get their act together and get your check out to you. If you wanted to go that route, why not just work for somebody else?

“So how much is this gonna cost?”

That's the most common question – different HBB opportunities have different startup costs. I really wish I could tell you there was one where you can get rich for NO startup costs, but I'd be IN that already if it existed.

ANY business you start has costs – a franchise (like a McDonalds) costs 6 figures (on the low end) in startup costs. Even if you start a business to sell a product, you've got development costs, manufacturing costs, and so on; it's a question of how much you can afford or afford to borrow to cover startup costs. That's just a fact of life.

But that's the wrong way to approach it – if you ask “how much is this going to cost?” You're thinking like an EMPLOYEE, and you're doomed from the get-go. The ENTREPRENEUR (who you **need** to think like) looks at this “cost” as an investment – “how much does this put me in position to earn, and what's the potential return on my investment?”

Hopefully, that helps you in your quest to take charge of your own destiny. If you've got any questions, or want to find out how I got where I am, feel free to drop me a line at dawnmarx@gmail.com

To Your Success!

Dawn Marx

“Though we are not all kings we are all kings of our own mastery...” dm