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7 Important Tips on Investigating a Business Opportunity

By Angela Wu

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!!! Get In On the Ground Floor!!!
We'll Build Your Downline Using Our Unique Spillover System
that Guarantees an Income of OVER \$5000 EVERY WEEK!
HURRY! THIS IS A LIMITED TIME OFFER!

Give me a break.

We'd all be millionaires if claims like the one above were true. If you're looking for a business opportunity on the web where scams feed on the dreams and weaknesses of everyday people, the thing to remember is to *take your time*. Good opportunities don't disappear overnight.

To investigate an opportunity, check out the following:

__Do You Know EXACTLY What You'll Be Doing?

Have you ever read over a business opportunity and at the end of the article you think, 'But what am I SELLING?'

You're not alone. There are endless opportunities touted online as being the cream of the crop, the best of the best, the ultimate money-making opportunity destined to give you the freedom and flexibility you desire.

They just don't tell you HOW.

Don't send money for more information. If they're not upfront about what's involved in their opportunity, then

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run the other way and don't look back.

__Can You Independently Find Others Who Are Successful?

Message boards are a fabulous source of first-hand information from people who have been there, done that. Ask for other people's experiences with an opportunity before you join. If you can find a number of people who have had good experiences, that's great. If you can't, and all you hear are negative comments, then learn from them: even if you doggedly pursue it and find one positive testimonial, it won't mean much if you've heard 20 other

negative comments.

__How Long Has the Opportunity Been Around?

New opportunities don't yet have a history of success. There is no way of knowing how well the average person will do with them.

Don't worry about 'getting in on the ground floor'; it's far better to have a solid history that shows a viable business opportunity.

__Are You Selling an Opportunity or a Product?

When the focus is on earning income by signing up others, you're part of what's known as a 'pyramid scheme'. To be brief: they're illegal.

Every opportunity should allow you to earn a decent income by selling a product or service to customers. If it focuses primarily on recruitment, reconsider.

__Are Claims and Testimonials Verifiable?

Is contact information provided so that you can verify a testimonial? Can you find people who actually make what the opportunity claims you can make?

Don't take income claims too seriously. Everyone's different, and although one person may think it's a perfect opportunity, it might not be for YOU. A blanket statement of 'You can make up to \$5000 a month or more'

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can be safely ignored. A statement of AVERAGE earnings is more useful.

Exercise caution if an opportunity 'guarantees' that you can make money. How could they possibly know? It is completely beyond their control; it's your efforts, your skills, and your motivation that determine whether or not you'll make money.

__How's the Service?

One thing I like to do is ask a bunch of questions by email or phone (they DO have contact information posted, right?). If they answer me quickly, courteously, and in detail, that's another point for them. Emails that are ignored or phone calls not returned are a bad sign; if they treat YOU that way, how do they treat the rest of their customers?

Why are they hiding?

But keep in mind that just because they may answer your emails or phone calls, that does NOT necessarily mean that they're 'legit'.

__Does the Opportunity Fit YOUR Interests?

There's no point in doing something you hate (heck, some of us left JOBS that we hated – we don't need to start a business that we also hate!). For example, if you would rather dig out a tooth with a butter knife than sell face-to-face, then don't join a Multi-Level Marketing (MLM) opportunity. If you love talking to people, look into something like party planning, children's book sales, etc. If you're the quiet, shy type, look for opportunities that will allow you to work nose-to-nose with your computer most of the time. You get the idea.

Sure, it's time-consuming to do all this investigative work. But it's a necessity: prudence and planning now may pay off by saving you money and frustration later.

There's simply no such thing as a simple 'business in a box'. However, there are many legitimate opportunities, both from other companies and those of your own dreams. Happy huntin

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Angela is the editor of Online Business Basics, a newsletter for eBusiness beginners, featuring step-by-step tutorials on how to build a money-making online business without emptying your wallet! To find out how it can save you time, money, and guesswork, visit <http://www.onlinebusinessbasics.com/article.html>

Are YOUR Toes Bruised?

By Cathy Bryant

What a question! What's THAT supposed to mean?

I ask the question because so many people today who profess to be interested in operating their own business spend far too much time "tire-kicking."

While I would never underestimate the importance of exercising due diligence when investigating any type of business or income opportunity, there comes a time when you simply have to make a decision and act upon it.

Let's face it...no one business is right for everyone. We all have different interests, different abilities, different financial goals. But one thing's for certain...you'll never get off the ground if you sit on your hands!

Take my own experience, for instance. I started with an idea, a concept. I wanted to help others learn that with a little knowledge and a lot of sweat equity, anyone with the desire can earn an income from home.

This is not the first business I've operated from home; far from it. My first foray into the home-business scene was with a direct sales company called Discovery Toys. At that time it was in its infancy (as a matter of fact, I was the very first representative in my home state of Mississippi). For those of you not familiar with Discovery Toys, it markets educational toys and games through a variety of sales methods. It also provides an opportunity for residual income by building your own sales force. I chose to only do sales, and I did very well with it. Why? Not because I sat around wondering IF it would work; I just did it!

Another business I operated from home was as a tutor for young children whose parents wanted them to learn how to use a computer. I invested in a computer and software and marketed my business to day cares and preschools as an optional service to those parents willing to pay for it. Once again, I took a chance...and it paid off. But it didn't happen by accident, and it didn't happen overnight.

You can spend your time analyzing the daylights out of each and every venture, but I can assure you that if you do, at some point you'll convince yourself that it just won't work! And you know what? It **WON'T** work unless you are confident in your ability to succeed.

Here's another news flash...when you do start your own business, you're going to make some mistakes. If you're not willing to learn from those mistakes and use that knowledge to improve yourself

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and your business, then maybe you'd just better stay in that 9-to-5 job.

Operating your own business involves risk-taking and decision-making; no one can tell you exactly how to run your business. If you're looking for someone to answer every question for you, make every decision, and show you EXACTLY what to do every step of the way, you don't need to be in business

for yourself.

Getting started is the hardest part, but once you do, don't look back. You'll get discouraged and want to give up, but you have to hang in there. The rewards are many.

Like...not having any more bruised toes!

Cathy Bryant has been teaching others how to succeed in their own home businesses since the last century! Visit her website to learn about a wide variety of home-business options, and subscribe to her unique newsletter, the HomeBizJunction Herald.

Are YOUR Toes Bruised?

Dog Training Tips

Do You Have a Business Opportunity Intake Process?

Top Seven Tips on how to keep you from Losing Hundreds of dollars on the Internet.

How To Choose A Home Business Opportunity

The Public Domain Reports

101 tips to stay fit and live longer.

Time Stretching Tips

Palmistry

Success Secrets



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