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**How To Spot The Next Big Wave, Surfer Style!**

**By Michael Klimek**

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Aloha !!

I'm lucky to live in Maui, Hawaii. Surrounded by the "mighty blue", it's difficult not to think of waves! Will you spot the next Real Internet Tidal Wave? You can't afford not to! Read on ;-)

Did you know that many colleges and high schools in Hawaii and California offer an elective course on surfing? It's true! The classes offer tuition in the following areas:

- ..How to select a good surf board
- ..How to wax the surf board
- ..How to spot a great wave
- ..How to mount the wave
- ..How to get the best ride

The one thing that the class can't teach, however, is how to CREATE A WAVE.

I wish somebody would tell this to many of the Network Marketing companies that keep trying to recruit me into their business. Many of them intent on CREATING WAVES.

They employ all sorts of fads that actually result in little more than a ripple in the water. True WAVES are much bigger and offer an overwhelming deluge of support for certain qualities that distributors want and need from the companies they represent.

## How To Spot The Next Big Wave, Surfer Style!

Where are the WAVES that people are wanting and looking for in Network Marketing?

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### Wave 1 – Company Longevity

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The newest crop of individuals exploring Network Marketing are rather astute – people who understand the need to engage in "due diligence" before making a decision to invest themselves in a particular business.

This being the case, one of the most pronounced waves

in Network Marketing is the movement toward established companies – companies that have lasted and prospered into their fifth year and beyond.

Why this focus on company longevity? Two significant reasons immediately come to mind. First, people are fed up with losing their hard earned \$, time and credibility with start ups. Second, company longevity is an indication of strong management. Few businesses in any field last four or five years without strong management. This gives you peace of mind—security!

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### Wave 2 – Consumable Product Line

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Don't let anyone tell you that products aren't important! How many times have you been directed to MLM web sites only to search in vain for the mention of any products? Click away from that site immediately. Network Marketing is a business model based on the distribution of products – so products matter. Big time.

You might also click away from any site that offers a "one-time purchase." The building of a true residual income (the main appeal of Network Marketing) will require that the products sold have high value at a fair price—thus prompting customers and downline members to make repeat purchases. The truly successful in Network Marketing have spotted this wave and are involved with companies with valuable and consumable products.

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### Wave 3 – Compensation For The Part-Time Networker

The most important wave in network marketing today involves the rush toward fairer compensation plans. Going and soon to be gone are the compensation plans that reward only the "heavy-hitters." The biggest wave is among companies who understand that most networkers start out "part-time." These part-timers expect and must be rewarded quickly for their efforts...or they quit.

Here's a simple test to see if the company you are considering has "caught the wave of fair compensation." Put twenty people in your downline – four below you and four below each of these. Assume that each person in the downline has purchased \$100 of commissionable products. How much will you earn each month in residual income on 20 in a downline? If the figure is not \$700–\$1000, you should move on to a company who does!

CAREFUL! Like all industries, it's shark infested waters!!

If you are not 100% sure in selecting a MLM business, you may want to ask "surfing dudes" like ourselves :)

Surfers can't create waves. They can be taught to SPOT a good wave and enjoy a great ride. The same is true in Network Marketing.

Waves come and go. Real waves create Trends. Learn how to spot a REAL wave, get on board, and enjoy the ride to success!

## **The art of surfing**

**By Jakob Jelling**

Since its hey day in the 1960's, surfing through the ocean has become a popular past time. Riders love to pound the surf with their waxed boards and ride large waves into the shore. As like any sport, there is risk associated with surfing. Surfing implies that a rider can successfully use their arms and legs to maintain balance upon a surfboard as the wave begins to swell and crest.

Most beginners will enjoy this sport because the cost of getting into surfing is relatively low. A good board can cost \$200 – \$ 1,000 depending on the material it's made from. Many beginners can buy a good board used and can take up the sport at a nearby beach. Before you begin, there are several things you should learn. How to keep your board nearby should you wipe out How to swim out towards an incoming wave What to do should you collide with another surfer What conditions are right for surfing and which ones are dangerous

## How To Spot The Next Big Wave, Surfer Style!

Surfers should know how to swim. It's the basic necessity to keep you afloat should you go out too far or if you lose your board on a wipe out. Most surfers start out on their boards flat on their stomach and begin to kneel into a crouching position as they approach a wave. Upon reaching the swell of the wave, they should be in a upright position heading into the ebb or top of the wave. As soon as they reach the top they begin to navigate through the remainder of the wave using their feet to steer into the cresting tide. Usually most surfers ride a wave from right to left.

There are times when a surfer can get closer to another surfer and collide. Try to remain as far away from swimmers as possible and keep a clear 180-degree view as much as possible to avoid dangerous situations. Know exactly how far you are from the beach at all times. There are times when surfing is at its premium right before a storm or when currents are at their strongest. During this peak time, it is good to exercise caution for your own personal safety. Depending on how warm the water may be you may have to be concerned with sharks. Although a shark attack is considered rare, there is always a possibility in some regions.

Surfing has become so popular that there are various spin-offs of this sport including windsurfing and kitesurfing, which allows the user to reach heights of 20' above the ocean. Depending on the location wave swells can grow upwards of 15–20' high; so the more experience you amass the more challenges you will seek. All beginning surfers should take at least one or two lessons to get the basics down. In no time at all you will be hunting the monster waves and hanging ten with the best of them.

Surfs up!

Jakob Jelling is the founder of

. Visit his kitesite for the latest on

kitesurfing equipment, kiteboarding lessons, places to surf and much more!

The art of surfing

A Surfing Lesson

The rising popularity of windsurfing

How to tips for surfing beginners!

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