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**LESSONS TO LEARN FROM MULTI-LEVEL MARKETING**

**By Geraldene Nelson**

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Most people have thought, at one time or another, about starting their own business, and the advent of e-commerce has made it easier than ever before to turn these dreams into reality.

Many people, however, are skeptical when they hear terms like "Multi-Level Marketing" or "Network Marketing." In fact, you do not have to love multi-level marketing in order to use some of its principles to your advantage.

Here are some aspects of multi-level marketing that you can use to make your own home based business more effective and efficient.

**1. Tax Advantages:**

Take advantage of some of the tax breaks accorded to home endeavors, such as multi-level marketing businesses.

If you have a physical inventory that you are storing in a separate room, you can possibly claim the storage costs as a write-off. The same goes for a separate phone line and/or computer equipment that you use exclusively for business purposes.

If you have to travel for your home business, this is also a possible source for a tax break. One way to make it easier for you to claim these tax breaks is to set up a separate checking account for your business expenses -- this will

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make it much less frustrating to sort out personal expenses from business ones, and will make your deductions more credible.

### 2. Marketing Advantages:

Even if you are skeptical about multi-level marketing techniques, they often have very powerful marketing networks in place that you can use to your advantage.

Having templates and examples for sales letters, web pages, and other advertising, as well as contact and resource lists, can make your life much easier. Why start from scratch when

others have already done the ground work for you? Even if you don't want to follow a plan exactly step-for-step, it will still give you some ideas for marketing your own home business.

### 3. Group Advantages:

Remember that there is strength in numbers. From the perspective of multi-level marketing, this means that you will get to deal with a large number of people who have already been there and can help you with any difficulties that you may encounter. Using the experience and knowledge of others is the best way to avoid making simple mistakes in your own business.

Many companies will provide means for you to share information, sales tips, and even success stories with other representatives. All of these resources can help you as you refine your home business.

Multi-level marketing has sometimes gotten a bad reputation. However, there are many extremely reputable companies that utilize this marketing technique with a huge level of success, both in terms of profit and customer satisfaction.

Even if you remain skeptical, these companies can still teach many lessons and provide the resources to help make you and your business a success!

## **Understanding Multi-Level Marketing**

## LESSONS TO LEARN FROM MULTI-LEVEL MARKETING

**By Tina Rideout**

Introduction to Mutli-Level Marketing

Down lines, up lines, overrides and spill over.

Understanding how Multi-Level Marketing works can be very confusing.

Most of the confusion stems from the fact that when people see the diagram for MLM they "THINK" pyramid scheme!!

Which is totally FALSE. As pyramids schemes do not offer viable products and services and the end result is profit for the pyramid's originator.

Multi-Level marketing companies pay people who invest in it and sells the products or services that it provides is through a "compensation plan"

Understanding a Matrix

A Matrix is the main concept in a "compensation plan". When a Matrix is applied in Multi-Level Marketing everyone below you in the Matrix ends up giving you a portion of the income they generate in the company. This turns into a commission paid by the Company to you. Hence, you are in the matrix of the person who recruited you.

The people you recruit into your matrix are referred to as your "down line". The people who they also recruit are also in your "down line". The people in your down line are the ones who are responsible for the amount of income that you will receive. As your downline grows, you will recieve more residual income.

People who are above you in the matrix of the MLM are your "upline".

"Spill over" is the term used to describe what happens when the first line of your matrix is filled up.

Overrides

The term overrides is used simply to describe the amount applied to the sales volume from the sale of the product.

What should you look for, when choosing a MLM?

When choosing a company to join, the most important factor is not the type of compensation plan, but whether that plan is achieving important goals for "YOU". Is it easy to enter into the opportunity? You should only have to buy a modestly priced enterance into the program.

Are you rewarded for personally sponsoring others?

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Are you rewarded for recruiting multiple levels?

Is the focus on selling products to the end consumer, rather than to your downline?

Are you rewarded for training and supporting your downline?

Are you rewarded for high personal volume?

Are you rewarded for high group volume?

Are you rewarded for maintaining a monthly volume?

Does the plan provide for recognition?

Is the plan's monthly maintenance requirement reasonable?

As more Multi-Level Marketing Opportunities become available, it is not always easy to spot the Legitimate Opportunities.

The information that you have gathered will help you decide if a Multi-Level Marketing Opportunity is a good fit for you.

Written by Tina M. Rideout. For More Information visit:

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