

9 REASONS TO CHOOSE A HOME BASED, ONE TO ONE MARKETING BUSINESS

Reason # 1- The Myth!

We all have dreams. Some of us want to spend more time with friends and family, others want to do more with their free time, drive nicer cars or live in fancier homes. We all want a boss who cares about our well-being, a vacation on a tropical island and relief from our monthly bills and overflowing debt. To achieve these dreams all we have to do is work harder, for longer hours. In doing so our companies will take notice, pay us more money and everything will work out, right? Wrong! It's a myth! You need to work smarter, not harder. Be paid instead for productivity – the more you put in the more you get out. Leverage your time efficiently and you can earn residual income and make money whether you work or not.

Reason #2 – Your Own Business!

Ever thought of opening your own business? Statistics suggest you have. 96% of adults between the ages of 25 and 44 have looked into starting their own business. Only 5% of those who are in the 45 year plan – work for 45 years and then retire at age 65 - are financially secure, and many of the 5% achieve this by owning their own business. The other 95% work a plan for someone else's financial success. So, why aren't more people following the lead of these self-made millionaires and starting their own businesses? Because we are conditioned to fear change, and it takes courage to go where few have ventured before.

Reason #3 – Make a Change!

The truth is things are not going to go our way unless we make a change. A change in the way we approach our jobs and, more importantly, a change in the way we approach our lives. Until we take control we are destined to live by someone else's rules, conditions and limitations. But, what kind of change? How can we revamp our financial priorities enough to secure the things we want out of life without starting completely over?

Reason #4 – The Stock Market?

Well, we could hit it big with the stock market. The stock market is certainly ripe for making a killing...but it's just as easy to get killed. While millionaires are certainly made every day on Wall Street's hallowed floor, just as many lose their shirts. Or worse!

Reason #5 – Back To School?

Maybe a shift into a different field is more sure-footed and could help increase your earning potential. All it would take is additional schooling, and every year millions of people choose higher education as a means to improve their lives. While it's an admirable and noble pursuit, it doesn't come cheap, nor does it guarantee a better job. And remember, you are trying to squeeze more hours out of your day, not fewer, so where are you going to find the time to take a class? At night, meaning you'd be seeing even less of the family you already don't see enough? The reality is most people are already too busy to go back to school.

Reason #6 – Traditional Business?

Think about the power that would come with being your own boss, setting your own hours. Sounds great doesn't it? But like a lot of your peers, you have probably found business ownership does not come cheap. Franchises are not cheap, meaning the "average" franchise is not for the "average" person. Plus, you can be the one working six or seven days a week, opening up the doors in the morning and locking them up at night. You could buy yourself a job and a lot of debt. Instead you can work around your existing job, your hobbies and your children while still qualifying for the tax advantages of owning your own home-based business. Some even make it their full time career. There is much less risk involved, while the returns can be enormous.

Reason #7 – One to One Marketing!

But what if there was a way to tap into the proven success of a franchise without the high overhead and capital investment? Some people call it direct marketing, person to person marketing, one to one marketing, whatever you call it, it's the latest trend in business: virtual franchising. And it uses the single most cost effective way of bringing products to market: word of mouth. A "ready-made" business - complete with products, services, policies and procedures, and training all at a fraction of the investment of a standard franchise or a traditional start-up business.

Reason #8 – Future Growth Predicted!

It is a model that began about 50 years ago. Paul Zane Pilzer, the economist, and others have predicted that it will grow rapidly in the years ahead. It is destined to be the new era of distribution, incorporating delivery (of product) and education (of the purchaser). Titled "intellectual distribution", it appears that this method of distribution and one to one marketing is set to explode in the near future. But doesn't the internet do the job of education? No, it does not. It can help you learn about things you already know about, but it does not help you with new products, services, etc that you don't yet know about. This is still best achieved face to face with one to one marketing.

Reason #9 – A Business for the 21st Century!

Use the business trends of the 21st century: the power of internet marketing coupled with sourcing market-driven products that you already know your customers want (as opposed to finding customers for your products), and put that together with the power of people (high tech and high touch) who use a proven system; add to that the fact that you have no employees, virtually no stock, and very little overhead cost..... and you are on to a winner!

About the Author

Betty Phillpotts, Life Style Mentor and Successful Entrepreneur, is helping many become the next success story.

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