

The power of duplication

One of the best illustrations to show how our business works is the "Penny a Day" chart. Actually, almost everything that's worthwhile takes time, so this chart is certainly not limited to our business.

If you will take a minute to study the chart, some very interesting things become apparent. Let us take a look. The presumption is that we're going to double a penny every day for thirty days.

If you accept the penny as your sole source of income, you might be a little nervous as you approach the middle of the month. Day fifteen rewards you with only £163.84p. This is literally when most Networkers start looking around for greener pastures.

But look what happens the next day. Day sixteen brings you as much as the first fifteen combined!

Also, another point for the network dropout, who now moves on to start this whole process over again in a new programme, is to relate this 30 day table to your first year in network marketing. Applying the proof on our chart, their first six months may only bring in £327 but the second six months would be worth £10,000,000!!

The problem with most Networkers is that they actually quit before pay-day!

Suppose your first commission cheque in networking was only 1p..., how long would you stick it out? Well, keeping our penny chart in mind, imagine if your first cheque was just £10, how long would you stick it out?

I'll save you the trouble of doing the maths. By doubling your first £10, your sixth cheque would be £320. You may be thinking, "Big Deal!" but this is proven to be a benchmark that eliminates dropouts!! Also, by giving up now, you would miss out on your twelfth cheque for £20,480, bringing your first year's total to £40,950.

So I'll ask you again, what if your first cheque was £10? How long would you stick it out?

When a struggling Networker whines, "I put in all of this effort and all I made was a lousy £25, it is obvious that a) they probably don't have a system and b) they don't understand the most basic concept of network marketing **THE COMPOUNDING OF NUMBERS.**

There is a guy that used to own a McDonald's franchise. At the time he operated three locations and was opening the fourth. He was convinced that his future was assured if he continued to grow with that company. However, he had millions tied up in equipment and inventory. Also, he was quite frank about admitting that - working 16 plus hours a day, 6-7 days a week - it took each unit 4-5 years just to break even. Not profit. **JUST BREAK EVEN! IT TAKES TIME!!**

When asked what he thought was the most amazing invention he had ever seen, Albert Einstein's reply was compound interest! Far too many people do the right thing in network marketing yet quit in frustration because they have so little to show for it. They give up before exponential growth has a chance to take them beyond the middle of the month!! Now you can

DAY	AMOUNT
1	1p
2	2p
3	4p
4	8p
5	16p
6	32p
7	64p
8	£1.28
9	£2.56
10	£5.12
11	£10.24
12	£20.48
13	£40.96
14	£81.92
15	£163.84
16	£327.68
17	£655.36
18	£1310.72
19	£2621.44
20	£5242.88
21	£10,485.76
22	£20,971.52
23	£41,934.04
24	£83,886.08
25	£167,772.16
26	£335,544.32
27	£671,088.64
28	£1,342,177.28
29	£2,684,354.56
30	£5,368,709.12

PLUG IN, BE CONSISTENT, LEAD BY EXAMPLE and reach your financial goals a lot sooner than you think!

If you still perceive Network Marketing as a pyramid scheme or some kind of get rich quick scheme, I'm afraid you're years behind on your reading. Network Marketing has come of age and is being utilised by some of the top corporations world wide. In fact the DTI here in the UK have just passed new legislation to take Network Marketing into the next century and beyond. Another fact that will astound you is that Network Marketing has produced more millionaires than any other industry!!

Word of mouth advertising has always been the most powerful method of marketing and now technology has given it the fuel to explode as a technique and an income opportunity.

"WHEN CHANGE OCCURS, FORTUNES ARE MADE". Well, what do you suppose is going to happen now that technology has sped up the rate of change? It's obvious! Opportunities abound and people are waking up to the possibilities! It's just mind-boggling!

Some people are making things happen...

Some people are watching things happen...

And some people don't know what's happening.

If you're going to be successful and, it doesn't make any sense to just jump in without knowing something about it, give yourself a chance to succeed! Learn what the ground rules are **BEFORE** you get started in a home based career

It's a simple business. Get excited about "The Mission" and then get excited about being paid to share your excitement and about making money for your efforts because that's what Network Marketing is supposed to be about. That's the meat of it, that's "The Mission". But if you don't really understand that it takes time to build a sales organisation from which you will receive overrides, then you will fall prey to the same fate that so many others have experienced. Understand the penny-a-day concept, and you won't get discouraged when your first cheques are fairly small. Instead, you will note that you're on the right track and it will give you the determination to remain constant and consistent.

Before you turn the page, be sure that this idea is clear. Take one more look at the 30 day table and lock the power of this concept into your brain as you review the strategy and the system which is actually geared to create cheques that you have only dreamt about!

A little bit of common sense can go a long way in getting you off to a great start in an industry that is exploding. The timing is perfect and you can get started today. Just like an avalanche, it will take a little effort to shake it loose... but once it gets moving...

THERE'S NO WAY YOU CAN STOP IT!!