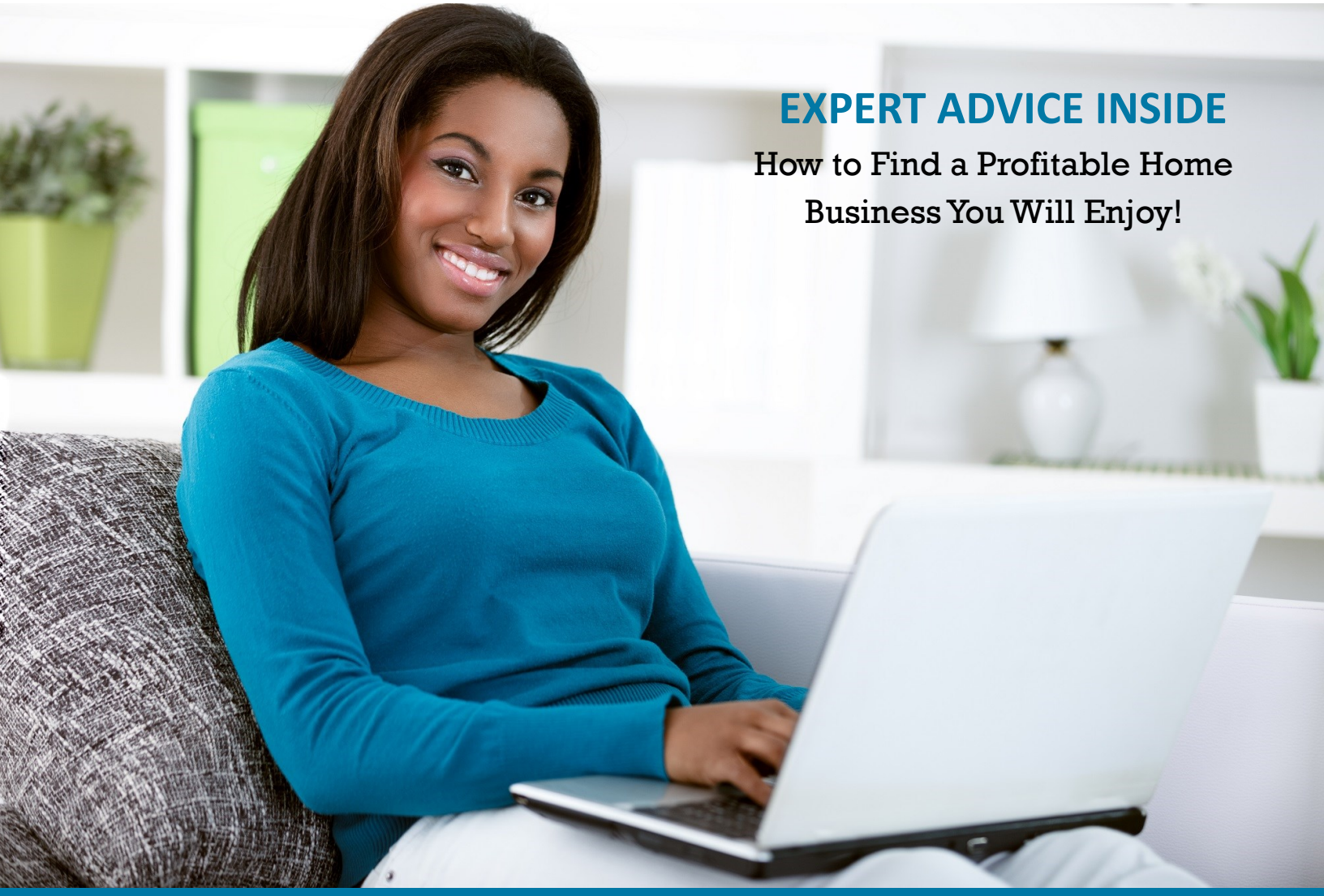
HOW TO

CHOOSE THE RIGHT HOME BUSINESS



The Time Tested Steps for Finding A Winner

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FIND A PROFITABLE BUSINESS YOU WILL ENJOY

The information provided in this report is a simplified version of some of the most important principles from the **Brilliant Compensation** webinar.

You will also find expanded information on the three major markets with buying power: the Baby Boomers, Generation X and Millennials – three very important groups of people that comprise millions of people in the US and other countries.

Very often when you are considering a new business, you will discuss it with people you know and trust – even if they may not know anything about the industry or the businesses within that industry. It's only natural. However, if they are not familiar with the industry or businesses within that industry, they may not be able to advise you correctly.

What do you do then? Your most basic choice is to follow the advice from a "once super skeptic" Dr. Charles King who holds a PhD from Harvard and is a professor of Marketing at the University of Illinois at Chicago, where he teaches Network Marketing. He says that he was once a super skeptic and the solution is to "do your due diligence."

The **Brilliant Compensation** webinar is the first step in due diligence. This report is a quick tool to help you review and use the information from that webinar both as a part of your due diligence and to help you succeed with that due diligence, and even –if necessary- provide answers to the people you trust to guide you.

When somebody who is legitimately successful breaks down what it takes to be successful – things just naturally begin to make more sense and get easier. That's the effect that the simple basics, as discussed in the **Brilliant Compensation** webinar have on most people.

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In addition to the four elements required for a successful business, there are also some of the most powerful answers to tough questions you will ever find – recapped for your convenience.

IT TAKES 200% TO BE SUCCESSFUL IN BUSINESS

- 100% from you (not full time and not sacrificing your family time)
- 100% from the business vehicle that you've chosen

THE RIGHT BUSINESS VEHICLE

To succeed in business the first step is choosing the right business vehicle. But how does one do that? What makes a Vehicle for Business "right"? Why can't you just go with your dream?

As you read this report you will see more and more clearly why **Brilliant Compensation** has identified the items on the list below to be so important and necessary for the Right Business Vehicle:

- No employees
- No accounts receivable
- No accounts payable
- No overhead
- No limit on profit
- No 24/7 commitment from you
- The four principles of success

TO FIND THE RIGHT BUSINESS VEHICLE YOU NEED AN EQUAL PLAYING FIELD

Did you know that 80% of businesses fail in the first two years? Do you know why? Those prospective business owners did not know the four critical principles that had to be solidly in place to succeed. The 20% that did succeed knew the principles of success and used them to expand and prosper.

We are going to show you those four principles and equal the playing field. This way, you can choose your Business Vehicle like the winners do!

FOUR PRINCIPLES TO SUCCESS

These are the four main principles you need to know to be on the same playing field as those who know how

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to choose a successful business.

- A Huge & Expanding Market
- A Unique and Consumable Product
- Have Trends and Timing In Your Favor
- Leverage (Employ Others So You Get More Done)

PRINCIPAL #1

A HUGE AND EXPANDING MARKET

A. You achieve a huge and expanding market by avoiding obsolete industries, industries that will soon be obsolete, or industries that are too small or obscure to give consistent and unlimited wealth potential. Choose a market that is expanding, or about to expand.

B. You develop a business model which sells a unique and consumable product to the largest markets and emerging markets*.

And don't forget one of the most important points you experienced in the **Brilliant Compensation** webinar - the Basketball and Garden Hose.

*Emerging Market: next big area to experience a big influx.

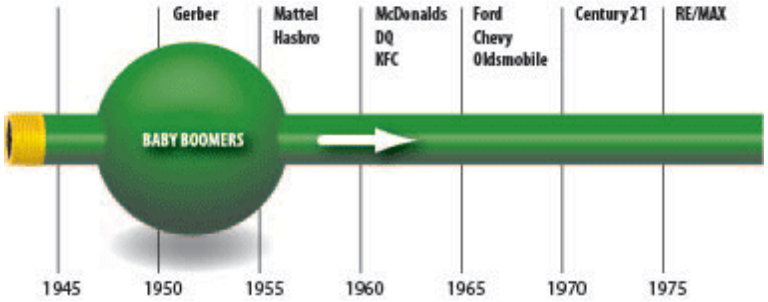
Examples: Baby Boomers hit retirement. Travel, retirement homes, health and financial planning markets start to get a big rise in sales.

Generation X wants to be more independent and have more quality time; Network Marketing is the logical job market.

PRINCIPAL #2

HAVE A UNIQUE AND CONSUMABLE PRODUCT





No matter what business you're in, your business really should be looking at what industries are expanding and which industries are about to expand (industries in front of the basketball.)

To ensure your business is successful, supply a product or service to the Baby Boomers.

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A. Uniqueness means people must come to you because you're the one who has it. Apple's iPod and iPad are examples of this.

B. Consumable means repeat sales/repeat commissions. You want to sell a product or service that is consumed or used up on a regular basis. As Dr. King described it: get to the bottom of a box or a bottle, or use a service that renews each month. Apple handles this in two ways, first they have created consumables for the devices, then they continue to upgrade the devices.

C. It would not make much sense to be in a business where you sold products that can be obtained in almost any location (not unique.)

- A rare blend of Vitamin C – not available in retail outlets - and in liquid form that is shipped to your customer's door every month – *that's unique.*
- Selling the same Vitamin C that the big chain grocery store sells - *that's not unique – or convenient!*

*Joel thinks, "I heard records are making a comeback, and that there are a few vintage collectors looking for record players – I'll start up a record playing plant."-

Joel's "cool record players to vintage collectors" are not going to be a frequently purchased item – he'll be left with a factory of "merchandise he can't move."

Joel violated the first and second principal.

Sure, his product may be unique in this day and age, but it is "too unique" and the market far too small. Sadly, there is very infrequent need to "get more."

Joel is not going to be successful.

PRINCIPAL #3

HAVE TRENDS AND TIMING IN YOUR FAVOR

Those who are successful watch the trends and make their decision in accordance with those trends.

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The losers disregard trends. Trends are critical!

A. Baby Boomers are the largest group to create trends –76 million people in the US alone. They were born between the years of 1946 to 1964.

This generation still sets the marketing trends today. They reshape every industry as they pass through. In 1946 it was baby supplies, today it is products to minimize the effects of aging and/or prepare for it. (Nutrition, skin care, financial planning/wills, and retirement, etc.)

- Baby Boomers love things and simple technologies that make life easier- remotes, cell phones, Kindles, iPads and tablets, mini-computers, GPS, etc.
- They're working to stay young and healthy- nutrition, skin care, exercise, etc.
- They're planning for their retirement - financial planning/ wills, retirement.



Baby Boomers are the largest group to create trends. They reshape every industry they pass through.

B. Generation X (often referred to as Gen X) is very important as well. For a while Generation X was referred to as the Baby Bust generation as they were the generation after the post war baby boomers (roughly 1961 to 1979 – depending upon study). So, Gen X is not as large as the Baby Boomers, (roughly 44 to 50 million people) but they are just as important:

- Members of Generation X are often characterized as being well-educated but under-employed, and marked by economic uncertainty that may result in low expectations about their careers and traditional success models.



Generation X is well-educated, self-sufficient and dislikes being micro-managed.

- **They are sometimes described as working to live rather than living to work.**
- Members of Generation X are largely in their 40's and early 50's.
- On the whole, they are more ethnically diverse and better educated than the Baby Boomers.
- Over 60% of Generation X attended college.
- Generation X is independent, resourceful and self-sufficient.
- In the workplace, Generation X values freedom and responsibility.
- Many in this generation display a casual disdain for authority and structured work hours.

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- They dislike being micro-managed and embrace a hands-off management philosophy.
- Many Gen Xers lived through tough economic times in the 1980s and saw their workaholic parents lose hard-earned positions. Thus, Generation X is less committed to one employer and more willing to change jobs to get ahead than previous generations.

C. **Millennials** , (also known as the **Millennial Generation** or **Generation Y**) are the demographic following Generation X. They were born in the years ranging from the early 1980s to the early 2000s.

While they are the youngest of the three groups, their influence in the market trends will play an important role in the coming years. Researchers estimate there are over 76 million Millennials in the United States alone.

Although they are young and may not have the money like the Baby Boomer Generation, because of their size and familiarity with technology they are a powerful group to be aware of.



Because of their use of technology and especially the internet, coupled with the fact that they are almost as numerous as the Baby Boomers, Millennials are a powerful up-and-coming group that is and will continue to define trends in the marketplace.

- Millennials are extremely tech-savvy. This group knows and understands how to use technology and they aren't afraid to use it!
- Because Millennials are so comfortable using technology, it's a major part of their daily routine. They use their technology devices (primarily phones and tablets) for shopping and for discovering the world around them. Experts say that 90% of the boomers get their news from internet-based sites instead of from a TV.
- Social networking is important to Millennials. They connect with and interact with people on a regular basis through online social networks.
- Because this group spends so much time connected online, they are an easy group to target and reach with specific advertising campaigns that are geared to what they need and want.
- As a group, Millennials have struggled the most with establishing a "dependable" job. Due to the economic downturn, record numbers of Millennials were graduating college without a job or were underemployed. Many still live with parents after graduating.

In summary, you want to choose a company with products that target the best consumer trends. Look at the biggest markets and ask yourself "What products and services will they want?" Those are the markets that you want to focus on.

PRINCIPAL #4

(LEVERAGE: EMPLOY OTHERS SO YOU GET MORE DONE)

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Leverage is defined as "an increased means by which to attain something."

A. **Investments** are an example of leveraging one's income– but they're not available to everyone.

B. **Employees** are a type of leverage– but they will never work as hard for your company as you will because they don't own it. And they eat up your resources –time, money and peace of mind!

C. **Network Marketing**– To have true leverage you must create a situation where **everyone has the same amount to gain.** You are given the same opportunity to earn as everyone in your organization.

- In most Network Marketing companies you can earn a certain number of levels deep in the organization you build, thus if you build an organization to be more productive, then you would earn more money than people above you.
- **Fair and Equitable compensation goes to those who put the most into it – not to those who are higher on the Corporate America pyramid.**
- There is no more training your employee who becomes your competitor. You train the people below you so that you and they can all succeed. Fairly and equitably.
- There is no "working like a grunt", doing the boss' job so he can draw a fat check and go on a vacation – while you struggle to keep your lights on.
- The harder you work, the more you benefit.

*To have **true leverage** you must create a situation where **everyone** has the same amount to gain!*

Now you have a level playing field. Knowing what it takes to choose a successful business vehicle is a major part of the "battle to succeed." And don't forget, even though the style of business is different, you still have to give it your 100%.

PYRAMID VS. PYRAMID SCHEME

Know the difference between a pyramid scheme and the shape of a pyramid – which happens to be one of the most common shapes in the structure of any company. Almost every business is going to be structured in tiers with the leader at the top and the workers at the bottom. That does not make a pyramid scheme.

Corporate America is organized in the shape of a pyramid:

The CEO makes the most money

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The President makes much less than the CEO

All the vice presidents make less than both the CEO & President

Middle Management (Managers of various departments) makes less than all three

The Staff or Workers make the least of all and comprise the largest group of the Company

A pyramid scheme is defined as follows: An illegal business that involves the exchange of money primarily for enrolling other people into the scheme, usually without any product or service being delivered. Sometimes there may be the appearance of a product, but it's only there to make the pyramid look like a real business. Few people outside of the pyramid desire the product.

MLM is not a pyramid scheme. As the name suggests, multiple levels of people are marketing a product or service to consumers. A sales representative (also referred to as a distributor, member, affiliate, partner or associate) gets customers and recruits and trains another sales rep to get customers. Multiple levels of marketing are actually what all companies desire (both MLM and non MLM companies).

WHAT ADVICE SHOULD YOU GIVE TO THE SUPER SKEPTIC?

Dr. Charles King, who holds a PhD from Harvard and is a professor of Marketing at the University of Illinois at Chicago where he teaches Network Marketing, says that he was once a super skeptic and the solution is to do your due diligence. He also says do not get caught up in the single cause of failure in Network Marketing:

The SINGLE CAUSE OF FAILURE – The Get Rich Quick Syndrome

Instead:

- Set realistic expectations
- Develop a plan of action to guide your business development
- Implement and stick to that plan
- You can be successful as long as you apply yourself and follow the four principles explained above



Dr. Charles King

THE MLM HALL OF FAME

At some point in time (and many still do today) these companies distributed products and services through Network Marketing:

Microsoft AT&T

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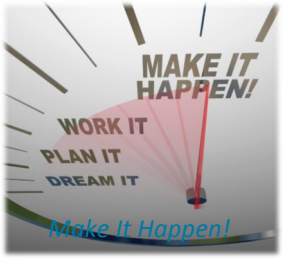
Texas Instruments	General Motors
Gillette	AOL
Citibank	Oracle
IBM	Sun Microsystems
Toyota	Xerox
Coca Cola	Colgate

Why? Network Marketing is a fair and efficient model to deliver products and services. The industry has come of age and is a TRUE Profession.

GET WHAT YOU REALLY WANT IN LIFE

People want control of their lives and they want quality of life – Network Marketing can help you to achieve both. The principles learned in Brilliant Compensation are the first steps on your journey to doing it successfully, competently and most of all – Brilliantly!

Now, put this expert advice to work and let these time-tested principles lead you to the right home business for you. Good luck!



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