



Guide to Network Marketing

The Opportunities.

We all dream of making millions and fantasise about how we would spend them. It's why so many of us buy a lottery ticket every week hoping for the life changing win. But as Fran Lebowitz said "I've done the calculation and your chances of winning the lottery are identical whether you play or not"

Yet there is a way that you can transform your earnings into the sort of income you've always dreamed about.

It's legal, ethical and a lot more rewarding – both personally and financially – than any normal office job. It's called Network Marketing.

What is Network Marketing?

Forget anything else you might have heard – these are the facts about Network marketing:

- It generates success and income for millions of distributors in over 80 countries around the world.
- As a booming industry it is worth over \$100bn per annum worldwide and growing.
- It is universally endorsed by governments, heads of industry and business publications.
- Reputable Network Marketing companies are strictly regulated in the UK by the Direct Selling Association, The DTI and the Office of Fair Trade. Legislation exists in most countries to control the way the industry works and provides a framework within which the rights of companies, distributors and customers are protected.
- It has created unique opportunities for people to make extra money, part time or full time. The simplicity of this system of business is that a participant gets to choose when and how they work and how much they choose to make.

Network marketing is, in effect, a mini franchise but at an extremely low cost of entry. In fact you can get started with a low investment of as little as just £200. Anyone with organisational skills and desire can become successful without the need to take out bank loans or risk their savings. Network Marketing is full of people who have started part time and created a more than full time income.



What are the benefits of Network Marketing?

The benefits to you are extremely attractive;

- Unlimited income potential
- Picking the people you work with
- Small investment
- Working from home
- Discovering new and unique products
- Enjoying the tax advantages of self employment
- Choosing your own hours – part or full time

Many of these are precisely the factors that draw people to running their own business, but which frequently fail to materialise in conventional business operations.

Network Marketing can satisfy all these benefits because it employs precisely what it says it does – **a network**. You are working with people who are more than just business associates – they are friends. Unlike the “corporate rat race” people do not get ahead in network marketing by holding others back – in fact the more you help and empower others the more successful you become.

It is this rewarding situation, combined with a genuine opportunity to create quality time for yourself and your family that is making Network Marketing such an attractive option for many executives and other professional people. And it is rewarding – a Cooper and Lybrand study shows that there is over 90% satisfaction for full timers in Networking, as opposed to just 35% in people who have jobs. Ask a simple question – which group are you in? If you want to make more of your life then network marketing offers unparalleled potential rewards.

The benefits to companies which Network Marketing offer are simple. Network Marketing is a more efficient and effective way to market superior products directly to customers. It eliminates unnecessary advertising, packaging, distribution and storage costs, translating those savings into product investment and profits for **you** as a distributor. It’s why so many leading companies are using network marketing and many more are looking at it. Neways is a company with a long track record of success and really knows how to make the most of this potential for **YOUR** benefit.

Network Marketing is a WIN/WIN for all involved, company, distributor and customer.



Network Marketing – The Misunderstandings

Network Marketing has been wrongly associated with certain business practices which are either illegal or unethical. A quick look at the facts should dispel the myths.

Legitimate network marketing has nothing to do with pyramid schemes, chain letters or, indeed, a garage full of products.

Pyramid schemes have, quite rightly, been illegal in the UK since 1973, again we know of similar legislation protecting individuals in most countries around the world and, where there is no legislation, Neways follows the rules that govern best practice, in other words you are protected because it makes sense to be ethical, honest and good to do business with. In the case of pyramid schemes the last people to join are the ones who really suffer. As each product is sold on to new customers at an increased price each, eventually new customers run out or are not prepared to pay the higher price.

Similarly chain letters offer enticing pay outs for even smaller outlay. These benefit the instigators and no-one else. They try to generate legitimacy through bogus legal endorsements. Pyramid schemes and chain letters are not ethical and have no connection to network marketing.

Equally any good network does not require you to carry large amounts of stock. Most countries have a limit on the amount of product you can purchase in the initial stages of your business; in the UK this limit is £200 in the first 7 days with a full money back guarantee, without questions.

Every business in the world attracts its fair share of scammers and con artists, and regrettably network marketing is no different. It is these companies that have given our industry a poor reputation. Unfortunately too little weight is given to the good companies of which Neways is definitely one. Neways has traded in the EU since 1992 and is a profitable, respectable company that complies with the local law in every country where it trades. As a global business with revenues of more than \$US750m a year it is a well proven, legitimate business.

The UK Legislation.

Parliament passed laws in the 70's to legitimise this form of business and to control it, various updates have been enacted since. The current legislation covering Network Marketing refers to them as "schemes".

All of these schemes are covered by the provisions in Part XI of the Fair Trading Act as amended by the Trading Schemes Act 1996 and the Trading Schemes Regulations 1997.

*Trading schemes (also described as direct selling schemes, network marketing, multi-level marketing and other names) are a **legitimate form of business** activity offering individuals the opportunity to earn money by selling the scheme's goods or services*



from home. In some schemes, participants may earn additional commission by recruiting others to the scheme and from sales by their recruits.

Network Marketing – How it Works

As a networker you benefit from the business advantages of network marketing twice over – firstly as a consumer of unique, high quality products and secondly as a distributor rewarded financially by the savings the company makes in its distribution.

Traditionally products are sent from warehouse to warehouse and on to retail outlets. Remember that each layer of distribution has overheads, employees to pay, transport costs et. So each of these layers, while adding no end value to the product, drives up the final price to you. In addition, there are advertising and packaging costs which may be more than the actual cost of manufacture!

This is an expensive and inefficient distribution process that does not serve either the manufacturer or the customer – yet it is how most of our companies have traditionally operated.

Let's examine how distribution works through **Network Marketing**.

In this model the product goes directly from the manufacturer to the networker who is, in many cases, the end consumer. This is clearly a far more efficient and economical method simply because each product does not pass through so many hands.

The money saved using this revolutionary process can now be used to produce a higher quality product, using more expensive raw materials. In turn, better products ensure far greater customer loyalty and many more repeat sales.

The money saved also creates more profits for the manufacturer but – **most importantly** – it goes to reward the people who are actually doing the work; **the networkers**.

Network marketing – A summary

There's a strong probability that by now you are excited by the idea of Network Marketing. After all, it's a fact that many people, from all walks of life, including top executives are finding that networks are giving them the freedom in their lives they haven't experienced previously. And more and more manufacturers are recognising the benefits this distribution method brings them. So take a look at some of the reasons people like you are choosing to build a network, many of them alongside what they do as a full time career;

- One of the fastest growing and highest paid industries in the world, where your success is totally down to you, not your age, sex, race or work experience and qualifications.



- Low - risk a typical start up cost would be under £200. And, you have the protection of the law if you change your mind.
- Flexibility to participate at whatever level you would like, you can fit it to your family life, your need for income and pick it up or put it down as you choose.
- Profitable businesses with the potential to produce a residual or walk away income within 2-4 years.
- Support and training
- A home based business
- Recession proof and, as with any business, there are tax advantages.

The four types of networkers

This is how a typical network might be made up;

Wholesale Buyers

These people are not interested in the business aspect but join simply in order to purchase unique and superior products at wholesale prices. Just as you would do with the unique Durian product and business plan They might make up between 5-10% of your network.

Active Wholesale Buyers

As well as enjoying the products themselves, this group takes advantage of the benefits of “word of mouth recommendation”. By sharing the product benefits they have experienced they make enough profit to cover the cost of their own purchases. Active wholesale buyers typically account for 30% - 40% of your network.

Part Timers

These people are building a business part time, usually in the evenings and/or weekends. Enjoying the benefits of networking, they are learning, then teaching others, whilst earning an extra £300 to £3,000 per month. There are many examples of people earning as much part time as they do in full timed work, many of these people then choose to become part of the fourth group – The Power Players

The Power Players

The 4th and the smallest group are Network Entrepreneurs. Usually they account for less than 5% of your network. These are the people who bring in the five figure monthly incomes and are often held up as success stories. Network Marketing is often a full time career, yet they are in reality only working part time – these people



create opportunities for a far superior quality of lifestyle. These five figure incomes are not generated by personally selling large quantities of product, but by supporting and monitoring the part timers in building huge organisations through a simple system of teaching and training. As more and more people are helped to succeed in their business, so greater amounts of “residual income” are earned, which keeps paying out like a monthly royalty. Over time a truly passive income is created that continues paying you long after the work is done.

All four types of networker are needed to create a stable secure network. There is a level to suit everyone’s needs.

Which one suits you? The Durian Energy, web based programme lets you enter the network as a novice and have access to all the training and business building resources you need. The system works to bring you leads while you sleep and maximises the potential of your business without effort through the lead generation programme. As your knowledge and confidence grows the system helps you to move towards the benefits that “The Power Players” get from this programme and that can often lead to a full time income on a part time basis.

The next steps

By now you have hopefully recognised the fantastic opportunities that Network Marketing offers.

If you’ve got the desire and the motivation to radically change your life and your annual income then it’s time to hook up with Neways and DurianEnergy.

These are the essential points to bear in mind;

Neways is an established company – it takes 5 years or more for a company to survive the start up challenges that operate in any business. Neways has been in operating in the UK since 1992.

Neways is a company manufacturing and distributing its own products. This ensures a steady supply and allows for a greater product price to go to the networker.

Neways has a unique, patented and exclusive product line. Everything hinges on these products which are exceptional so they create a loyalty for you and Neways.

Neways is very well resourced with big ambitions for growth and the intention to float on the stock market which offers even more opportunity for successful distributors.

A fair and lucrative marketing plan that is easy to take advantage of.

DurianEnergy is a resource second to none. A complete step by step system that is easy to duplicate, works when you are asleep and delivers results to your email in box.

Durian Energy



Independent
Distributor



The Internet is revolutionising the way business is being done and networking is no different. It has now been shown that large networks can be created using the Internet to communicate with potential networkers the world over and the way to do this is to plug into DurianEnergy.