



# IS A NETWORK MARKETING BUSINESS FOR YOU?

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# Hi, I'm Carla.

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## WELLNESS COACH & ENTREPRENEUR

Hi, I'm Carla. Wellness coach, anti-aging enthusiast and healthy living entrepreneur of 21 years.

My passion is showing women what's possible through healthy living through healthy living and lifestyle choice.

I love living a healthy lifestyle, and that includes the way I work as well. I've always known that I wanted to have a business of my own. I wanted the flexibility, freedom of choice and financial potential that entrepreneurship can offer.

As a former personal trainer I enjoyed helping women learn how to work out and reach for their personal best. But I noticed the main questions they had for me revolved around diet and nutrition. And I loved teaching them what I knew. Around this time, I discovered a 30 Days to Healthy Living Program. It was the most comprehensive and easy to follow program I had come across. I made healthy living an easy lifestyle to live and people were loving the results.

So I made the decision to leave personal training and became a full time wellness coach teaching women how to live the 30 Days to Healthy Living lifestyle.

That has been one of my best decisions yet! Now I get to help women look & feel fabulous and live their best life.

If working from home, having flexibility & leveraging your income are something you are looking for, then you are in the right place! This guide will go over the pros, cons & what it takes to build a successful business in network marketing.





## What is Network Marketing?

Network Marketing is simply a method of distribution...getting products from the manufacturer to the consumer.

With this method the company pays individuals commissions for sharing their products instead of paying for traditional marketing and advertising. It allows people to start a business without having to invest a lot of money, create products or create marketing materials, handle shipping or payment collection.

*It is basically a "Business In a Box" All of the up front work is already done, so you can be up and running immediately.*

Network Marketing is one of the most brilliant business models there is. Instead of paying for traditional advertising, overhead, charging retail mark-up, etc., smart companies pay people like you and me to share products they love. When someone loves a product, it's easy to share. Just as you would tell your best friend about a great restaurant you ate at, or an awesome movie you just saw, you would do the same thing with a product you use and love.

The difference is that, outside of Network Marketing, people don't pay you to share their products! You can talk about your awesome Vitamix 'til the cows come home, but Vitamix is not going to send you a check for that. If you have wonderful service from a company, and share that on Facebook, your friends might use that service, but you won't be receiving a thank-you check from them.

But, Network Marketing isn't for everyone. Let's take a look at the pro's and con's so you can decide if this could be for YOU!

# The Pro's

## 1. Easy To Get Started

As previously mentioned, it's like a "Business In A Box" with all of the front end work done for you. All you have to do is sign up and everything you need to get started is there for you. There is usually an initial fee and this will include your training materials and website for the year. And of course you will order products for personal and business use. Most companies have deeply discounted packages to help you get started.

## 2. Flexibility

It fits into your life. Your job is to share the products and this can be done in several different ways. Social media, Facebook groups, in person, sampling, through a blog and advertising. Based on your personality, lifestyle and budget there is a way for you work the business. It fits very well along other businesses and a lot can be achieved on part time hours. You can also work from ANYWHERE with a laptop and cell phone.

## 3. Creates Leverage

Leverage in Network Marketing means you are making money on more than the work you personally do. You can create leverage in a few different ways. When customer reorders, that is leverage. When a customer refers someone to you, that is leverage.

If you sponsor someone into your business and help them get started, you will earn a percentage of their teams sales (this takes nothing away from them, it is paid to you from the companies profits), that is leverage.

## 4. Profitability

Network Marketing companies usually pay between 15%-40% commission on your personal sales. While this is not a "get rich quick" business, by focusing on finding new customers and providing great customer service to your existing customers, you can consistently grow your income each month.

## 5. Residual Income

The same thing that creates leverage created residual income. When you have a great product, you only really have to 'sell it' once, then continue good customer service. Happy customers continue to purchase it on a regular basis and will gladly send you referrals .

## 6. Training and Support

Training and support are provided by the company and the team you join! This means you can just "plug and play" into whatever system they are using. Just make sure that the system and team culture allows for your personality and lifestyle.

# The Con's

## 1. People's Opinions

It takes a thick skin, and the ability to take criticism from those who don't understand what Network Marketing is, and think it's a Pyramid Scheme. Pyramid Schemes are "businesses" that recruit members via a promise of payments or services for enrolling others into the scheme, rather than supplying investments or sale of products. These are illegal. A Network Marketing business is built on product sales. You do not have to sponsor anyone into the business, you can just sell the products yourself if you choose. But even when you do sponsor someone, commissions are only earned when products are sold, not for signing someone up. If you are looking at a company that makes it difficult to be able to earn the money you want to earn from just selling products or and the focus is only on recruiting, RUN.

## 2. Friends & Family

The monetization of personal relationships can be very tricky and turn sour fast if you aren't careful. Of course you should let them know what you are doing, offer samples, etc. but if they aren't responsive stop if you want to keep that relationship. Don't flood your personal social media with your products. Make sure the company you are looking at doesn't use this method. Learn how to build this business by finding people who are interested instead of always trying to sell your family & friends.

## 3. Learning Curve

Just like with anything new, there will be a learning curve. But if you enjoy learning new things and know the benefit of learning this business, this won't be an issue for you. Most companies have training set up in modules for you and the system should be easy to learn.

## 4. Comfort Zone

Another aspect of starting something new is getting out of your comfort zone. There is often a tendency to wait until "you know everything" or until your comfortable. This rarely works. While training is good, the "earn while you learn" aspect of this business is great. So many people quit before they start because of the discomfort of leaving their comfort zone, Know going this is something everyone has to go through...the people who are successful are the ones who learned to work in their growth zone instead of their comfort zone.

## 5. It Can Take A While

Earning a few hundred dollars a month can happen but creating a livable income can sometimes take a while. There is a high failure rate in all business, and network marketing no exception. But if you are willing to be patient, learn the skills and do the work your chances of success are the same as the others who have built successful businesses.



# So...is Network Marketing for you?

As with any new business, there may be some challenges. But for many people the pro's outweigh the con's.

If you have an entrepreneurial spirit, love helping others, enjoy stretching yourself and learning new things while working from home and having great support, this may be a perfect fit for you!

If you would like to find out more about the business and the company I am with just reach out, I would love to connect with you. We can schedule a call and I can answer any questions you may have.

Be sure to follow me on social media and sign up for my newsletter for more information as well.

I hope to speak with you soon!

*Carla*



## *Contact Information*

Phone: (989) 277-9881

Email: [carlarosser4602@comcast.com](mailto:carlarosser4602@comcast.com)

Website: [www.carlarosser.com](http://www.carlarosser.com)

