



Q&A

By Gerald Chuah

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WHY are many people starting their own businesses nowadays? There are dozens of answers, and they boil down to these: more security, a more satisfying lifestyle, greater financial opportunity and the opportunity to live a life of greater impact.

Only a generation or two ago, going into business for yourself was considered risky, and the safest route was to get a good job in a large firm. Massive layoffs in the last decade and the recent financial meltdown have brought the message home: "Safe is the New Risky."

Now, working for a traditional corporation has become the risky option. Working for yourself has become the new job security.

According to Harry Dent, best-selling author of *The Next Great Bubble Boom*: "In the network economy, there won't be jobs, only businesses. We will all become entrepreneurs... you will run your own business, make your own decisions... and that means you can work at home."

One option is direct selling or multi-level marketing (or the new catch phrase "Network Marketing").

A results-driven industry, network marketing levels the playing field by offering the same opportunity to everyone regardless of age, ethnicity, gender or social economic background.

Many of the top network marketers began with no advance degrees and hardly any start-up capital.

One such example is Randy Gage. A former high school dropout, Gage rose from a dishwasher in a pancake house to become a multi-millionaire. This astonishing journey provides the foundation for the principles he teaches to empower people to their own prosperity.

Today he is recognised as a top network marketing guru and one of the world's preeminent experts on prosperity.

"Network marketing has emerged as the last real chance in the free enterprise system for the average person without large capital to become financially free," said Gage.

In this Q&A, we learn why now is a good time to join the network marketing industry, and what important advice would he give someone just starting out in the business.

Q: Why choose network marketing, compared to traditional business?



SAFE IS THE NEW RISKY

Randy Gage will be speaking at Impiana KLCC, Kuala Lumpur on Saturday (Oct 17) as part of his South East Asia tour.

In network marketing, we have no office politics, favoritism, or limits. People can go as high as they wish to. Unlike the corporate world where people compete, in network marketing we become successful by helping other people reach success. You can also choose your own hours and pick the people you work with.

Q: It has been said you have created more millionaires and multi-millionaires in this industry than anyone alive. What's your secret?

I'm a big believer in creating systems. When you do this, it doesn't matter how young or old someone is, whether they have experience or not. Everyone has an equal opportunity for success. When you give them a system to follow it is much easier for more people to reach success.

Q: You recently started "The MLM Revolution". What is it about?

That is the name of a manifesto I wrote. It is a call for a new era in network marketing, as we join forces to move from the past and into a new future of challenge, growth, and empowerment. This shocking, contentious, and insightful document reveals the real truth about our profession — from the deceitful practices, to the heartwarming vision of the change we can become. The complete manuscript is available at: <http://www.networkmarketingtimes.com>.

Q: How has the network marketing profession evolved?
When I began 20 years ago, it was mostly uneducated and low paying people

like me in the business. Now we have attracted so many professional people. It has gained a tremendous amount of respect and mainstream credibility.

Q: Many people still do not consider MLM a "real" business. Comment?

I don't think they have a very realistic view of the business. We now do over US\$100 billion a year in sales and the business is practiced in more than 125 countries around the globe. We have individual companies that are multi-billion-dollar concerns, and we are helping millions around the world create their own future.

Q: Why do people still fail in MLM?

You have to remember that many people fail in every business. And in network marketing, we are bringing in a lot of people that have never been their own boss before. So there is a learning curve for that, and it is one of the reasons why a system is so important to have in place.

Q: What are the factors to consider when evaluating a network marketing business?

Your success in MLM is based upon product getting to the end consumer who actually uses it and wants more. If the opportunity you're involved with is not centered on products you believe in and will personally use — it is highly unlikely you will be successful.

Here are some guidelines to decide if an MLM business is good for you:

1. Are the products unique and

exclusive? Ideally, you want products that are only available from your company so your customers can get them only from you.

2. Are they consumables? I think consumable products (food, nutrition, skin care, etc.) work better long term than non-consumables, as you are likely to experience more frequent orders.

3. A great deal of your monthly volume is going to be produced by the personal consumption of your network participants.

4. Look at your sponsorship line - Select them as you would any business partner as they are going to be your coaches and your support structure.

5. Your sponsor should be someone you like, trust and enjoy working with; and also have the drive, vision and enthusiasm to build an organisation.

6. Finally you want to make sure the company can handle the infrastructure issues such as product registration, shipping, and paying commissions.

Q: What important advice you would give someone starting out in network marketing?

You must set aside at least 10 to 15 hours a week. Work on self-development every day. Learn the system for your company and follow it religiously, and never give up! Once you decide to work in this exciting profession, you are in for a career of unlimited financial opportunity and the chance to make a meaningful difference in the lives of the people you care most about.

Randy Gage will be in KL on Saturday (Oct 17) as part of his Southeast Asia tour.