

I'm Dreaming of The Right Business...  
Starting a business you love



By YvonneB



## **Content**

Introduction	5
The Journey Of A Lifetime	6
They Come From Everywhere	7
Living Your Dream	9
Pain Relief & Hard Work	11
Women & The Economy	14
Know What You're Dealing With	21
Making Direct Sales/MLM Work for You	22
Case Studies	23
Reflection Exercise	25
Questions Answered	27
Call To Action	31
Glossary	32
Notes	33



## **Introduction:**

Welcome!

YvonneB here, life, health & business advocate coach at YvonneB Ltd, and Co-Founder at Love Entrepreneurs. I'm a proud single mum to a gorgeous young man, Raphael, and at the time of writing this book firmly in my 52<sup>nd</sup> year on planet earth; and loving the life I am creating!

I'm writing this book to share with people, particularly women, the possibilities that surround us if we only wake up long enough to see them and are then brave enough to jump in and take them.

I believe we enter the world strong, resilient, open to learning and confident but over time, they are stripped away when we give our power over to poor relationships (family, friends, partners – who do not have our best interests at heart) and limiting belief influencers in establishment who make it their mission to keep telling us we're not enough (government, the few care-less teachers, and other professionals). And that's not even including the other life events that shape and mould us for better or for worse.

But we mustn't go through life holding those people responsible for the present. If we know better, we must see better; make better choices in terms of relationships, where we go and what we do.

If you want to elevate your life you must elevate your thinking, your environment and the quality of the people in your life. And, if you crave the ultimate freedom lifestyle, be open to creating your own pathway to success through entrepreneurship; putting you in control of your earning potential.

*'If you want to create a better life, be prepared to get comfortable with being uncomfortable'...*

YvonneB

## **The Journey of A Lifetime**

I have been working for myself since April 2005 and let me tell you, it has been a journey of a lifetime!

I wish I could tell you it's been easy... It hasn't. I wish I could tell you everything started to fall in place once I had a business plan... it didn't. I wish I could tell you that 13 years into the game, it's plain sailing... it isn't.

But what I can tell you is this; I have learnt more about myself, people and life than I ever could have as an employee. Why? Because the moment I decided to work for me I had no team to hide behind if I didn't do what needed to be done, no pay cheque to collect whether I worked hard or barely at all and not one moment that allowed me to state, 'that's not in my job description'.

Never have I learnt so much, so quickly and with such frequency. In fact, as I write this book at the end of 2017 I can confidently say that even 13 years on, each day provides opportunities to experience new life lessons and to thrive I know I must pay attention to those lessons and apply them accordingly.

Entrepreneurship is not for the faint-hearted, but it is open to everyone. If you want to experience personal and professional growth in unforgettable ways, it will provide both in spades.

So, who is the ideal entrepreneur?

## They Come From Everywhere

- Who wants to take control of the elements of their life that they can?
- Who wants to decide what hours they work?
- Who wants to decide what product and services they provide to meet people's needs?
- Who wants to choose where they work from each day; the office, the beach or the local coffee shop?
- Who wants flexibility?
- Who is prepared to do what is necessary to achieve success on their terms?

Most of the people I meet each day share how dissatisfied they are with the work they do (or don't do) and how they long to do something that 'feels good', something they can be passionate about or at the very least, something they know will provide them the type of lifestyle they dream of. And these people come from all walks of life with varying work backgrounds.

There are those who work hard with little reward, carrying out the manual labour jobs with not nearly enough recognition for the efforts they make.

There are those who work in the office environment where progression, whilst available, doesn't always go to those who are best qualified causing bitterness and communication issues between individuals and teams.

From the 'commission only' professionals who often work with unrealistic sales targets to business owners who have ended up with businesses that require their attention 24/7, I hear dissatisfaction and disappointment, stories of fatigue and burn out. It's not what they signed up to.

What about the stay at home parent's working tirelessly to organise their homes, be there for their children and who often put their aspirations on the back burner but who crave mental stimulation and an opportunity to utilise their skills outside of the parenting role.

And let's not forget those in retirement who aren't ready for it, can't afford it or who know they can contribute more and want to.

Finally, we have the students. Young people weighed down with huge debt before they have even had a chance to live! They want to access the education system and explore their potential but is it necessary for them to have 20, 30, 40k in debt to do so?

In a nutshell, entrepreneurship is for anyone who wants to get away from the 'norm' to create the life they desire; no restrictions, no boundaries.

And whilst I want this book to be in the hands of anyone from any of the above situations, I am specifically reaching out to women who are open to the possibilities of starting and growing a direct selling/multi-level marketing business that can provide the path to creating their desired lifestyle.

## Living Your Dream

We often talk about lifestyle, wanting to live our lives a certain way and for many it remains 'talk', a distant thought or dream that they do not believe is possible. However, for others, that lifestyle image is so clear, so tangible, they take action to achieve it, to live it.

So, here's the question, what does lifestyle mean to you? When you think about your perfect day, week, month, what do you see? Who are you with? Where are you? What are you doing? What truly matters?

You see once you can picture that perfect moment, it may even be a moment you have experienced before and long to recreate, you have something to work towards. And once you know why you want it, why it is so important to you, you will have the motivation to keep taking the action.

Lifestyle is a personal thing. There is no one desired way of wanting to live but what if your life could include some of these:

- Being your own boss
- Being in control of your earning potential
- Generating as much money as YOU choose
- Working as few or many hours as YOU choose
- Having time to pursue your hobbies and passions
- Being able to take care of your family no matter what
- Doing work that allows you to help others achieve their goals
- Having the kind of home you really want in the location you want it
- Having true independence
- Working with people you want to work with (not have to work with)
- Getting the help and support you need and want
- Incentives for you and the people you help
- Realizing your true potential

Let's keep it real... Whilst all of this is possible it isn't a walk in the park. The whole thing about 'taking action' and staying motivated is key.

You could begin to realize your dream within months, a few years or with a 10-year plan (way less than the 30-50 years most people spend in the 'employee' system) but whichever it is, to make the dream a reality you must begin investing time and effort now.

Ask if you stayed in your current job (if you are fortunate enough to have one) would it be able to deliver on your dreams... ever?

It's food for thought.

So, why not consider one 'ready to go' option that could change everything. Read on...



## **Pain Relief & Hard Work**

### **Breaking the 'norm'**

How much pain or discomfort do you intend to live with before you do something different? How much more debt, poorer health, less time with your children, low energy, constantly reacting instead of being proactive are you willing (and able) to take?

Is the pain sharp enough yet to get you into action? Only you know the answer to that.

And are you even ready to cut loose from the work cycle you have been prepped to rely on with the promise of a pay cheque, pension and health benefits? The only thing is, those promises no longer exist in the abundance they once did, and they won't be coming back.

### **The promise that died**

Leave school - get educated – prepare to go to work – find a job and become an employee – work for the company for as many years as possible – retire with pension. *The End...*

### **The Reality**

Leave school – hope to go to university (and get a debt of 30k plus in the process) or get a job – switch jobs frequently due to constant changes in the business world, including downsizing– very little if any retirement pension pot created – work longer than you had hoped – earn less as the job market is vulnerable and businesses offer minimum wage due to high job demand – pressure to perform - pension age keeps on going up – you keep working. *The Ultimate End...*

What has that got to do with Multi-Level Marketing/Direct selling? Plenty! It is offering a different way of living, earning and working...And it is on the rise. Whether you know nothing, something or lots about it, it is happening in a town, village or city near you right now and it is open to everyone.

And why is it rising in interest? Because it offers a level playing field where your background, ethnicity, religion, gender or any of those other things that cause discrimination, don't count. Whoever you are, if you're willing to do the work, you can have great success. And if you take the time to decide what is important to you first and foremost and use those things as your driving force, you will find a way to get your desired results.

### **What is important to you?**

- Family
- Friends & Network
- Being Fit & Healthy
- Freedom (time, financial)
- Flexibility
- No glass ceiling
- Travel
- Paying it Forward
- Having Fun

### **What's stopping you from having those things?**

- Long working hours
- Time spent commuting
- No stability
- Below average earnings
- Lack of hope for anything different
- Caught in a rut
- Low energy – mental & physical
- No or low pension
- Poor health
- Being a carer (children, parents or other family members)

### **The Big Question**

If someone offered to coach you to success, fee free coaching, would you open yourself up to the possibility or would you search out an excuse why it wouldn't work for you? Think about it.

How many times have you turned down or turned away from an opportunity purely based on the fact it was different from anything you knew (as if that made it a bad thing)?

Can you afford to turn the opportunity down?

## **Women & The Economy**

*"If a value were attached to women's unpaid or underpaid activities, it would amount to \$11 trillion US of a total \$16 US trillion global output."*

### **United Nations report, The World's Women, 1995**

A 22 years old quote; I wonder what those figures are today...

What I do know is that in today's world women are active contributors in every way. They may still be perceived in some countries as 'home workers' but the reality is women contribute to industry at all levels. They are the main buyers in households and they continue to push the barriers that have been put in place to keep them small, to stop or slow down their progress.

Truth is women add value, providing a different and positive perspective on and in business. But they are also dealing with unemployment and limited progression in the workplace. Current information on the job market in the UK show the following:

### **July to September 2017**

- Estimates from the Labour Force Survey show that, between April to June 2017 and July to September 2017, the number of people in work fell slightly, the number of unemployed people also fell, and the number of people aged from 16 to 64 not working and not seeking or available to work (economically inactive) increased.
  
- There were 32.06 million people in work, 14,000 fewer than for April to June 2017 but 279,000 more than for a year earlier.
  
- The employment rate (the proportion of people aged from 16 to 64 who were in work) was 75.0%, down slightly compared with April to June 2017 but up from 74.4% for a year earlier.

- There were 1.42 million unemployed people (people not in work but seeking and available to work), 59,000 fewer than for April to June 2017 and 182,000 fewer than for a year earlier.
- The unemployment rate (the proportion of those in work plus those unemployed, that were unemployed) was 4.3%, down from 4.8% for a year earlier and the joint lowest since 1975.
- There were 8.88 million people aged from 16 to 64 who were economically inactive (not working and not seeking or available to work), 117,000 more than for April to June 2017 but 20,000 fewer than for a year earlier.
- The inactivity rate (the proportion of people aged from 16 to 64 who were economically inactive) was 21.6%, higher than for April to June 2017 (21.3%) but down slightly from a year earlier.
- Latest estimates show that average weekly earnings for employees in Great Britain in nominal terms (that is, not adjusted for price inflation) increased by 2.2% both including and excluding bonuses, compared with a year earlier.
- Latest estimates show that average weekly earnings for employees in Great Britain in real terms (that is, adjusted for price inflation) fell by 0.4% including bonuses, and fell by 0.5% excluding bonuses, compared with a year earlier.

**[The Office for National Statistics]**

**Additional Striking Figures**

**0.5%:** The Bank of England Base Rate in November 2017

**£57,490:** The average total debt per household (including mortgages)

**0.4%:** The UK economy growth in Q3 2017

**2.5%:** The rise in house prices in the year to October, according to Nationwide

**35%:** The percentage of households with no savings whatsoever

**£38bn:** The yearly increase in outstanding mortgage lending

**1.31%:** The yearly decrease on APR on a £5,000 personal loan

**£290.10:** Increase per adult in consumer credit lending since last year

**£8.2m:** The average amount borrowed per day by the government in September

### **Personal debt in the UK**

People in the UK owed **£1.557 trillion** at the end of September 2017. This is up from £1.505 trillion at the end of September 2016 – an extra **£1,030.47** per UK adult.

Per adult in the UK that's an average debt of **£30,096** in September – around **113.8%** of average earnings. This is slightly up from a revised £30,012 a month earlier.

Outstanding consumer credit lending was **£204.232 billion** at the end of September 2017.

Citizens Advice Bureaux across England and Wales dealt with **460,048** issues in September 2017.

Debt was the second largest advice category (behind benefits and tax credits) with **118,658** issues. This is down **6%** on the same month last year. Debt issues represented 26% of all problems dealt with over the period.

Whilst it would appear people are returning to work, even if a much slower rate than hoped or predicted, many are being put on 0 contract hours which means they are only paid for the hours offered to them. No stability, no guarantee. Job security is a thing of the past.

Add to that the issues we have around debt, personal as well as national and international and it doesn't make for great reading nor does it sound as if the change we need in the economy is going to occur by sitting and waiting for government to do something different or better.

If we want things to be different, we must be prepared to get up and do things differently. We are responsible for the life we have been given.

**For up to date stats visit: [<http://themoneycharity.org.uk/money-statistics/>]**

**Here's a question for you:** If you were offered one million pounds as a lump sum or you could take 1p today and let it double every day for 30 days, what would you do?

The most popular answer is a resounding 'hand over the million pounds please' - an endorsement to the quick fix, instant gratification mindset you have become trained to have. You are encouraged to spend before you save, to create consumer debt because it is the 'normal thing to do', buy now, pay later – forever!

For those who checked out the table adjacent or who know their way around sums, they would have figured out that something in the penny doubling per day would, at the end of 30 days you, provide you with a very tidy sum of over five million pounds. FACT!

This lovely little trick is known as compound interest, the save before you spend, the gradual accumulation of wealth.

Day	Value
1	\$ 0.01
2	\$ 0.02
3	\$ 0.04
4	\$ 0.08
5	\$ 0.16
6	\$ 0.32
7	\$ 0.64
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	\$ 1,310.72
19	\$ 2,621.44
20	\$ 5,242.88
21	\$ 10,485.76
22	\$ 20,971.52
23	\$ 41,943.04
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

Now there is little, if anything, to invest in that will provide a guaranteed 100% return every day however the theory of it is simply this '*you can accumulate wealth by making small deposits now steadily*'.

Most people don't, hence debt is rocketing, and lifestyles are not being achieved.

Add job loss, debt increase to the number of dependent children over the age of 18 who are struggling to secure a mortgage or afford rent and what we have is a lot of pressure and stress.

Times have changed and the way we operate is being forced to change.

## **But does that news equate to starting a business?**

### **Some of the main reasons women don't start a business include:**

- ✧ There's no security - Well unfortunately the same can now be said in the job market – redundancies have become a norm alongside the 0-hour contracts
- ✧ FEAR - that 4-letter word that sucks the life out of you. It keeps you small and stops you from being open to other ways of being, it stops your growth and development but is usually based on 'what if' ... Not facts. It's **False Expectations Appearing Real**.
- ✧ Dominant partners who 'tell' rather than 'advise or suggest' to you what you might do. This is an act of disempowerment, taking away your right to make decisions.
- ✧ Lack of Confidence - probably the number one reason but stems from all the above yet growing confidence comes from stretching your boundaries and abilities.
- ✧ The Zombie State - Whether you like to admit it or not you might be stuck in what we call the zombie state; disempowered to think or decide for self and instead following the leader, even if it's not a good one.

These reasons stop you from seeing the very real opportunities that exist and the results, the proof that shows other people are doing things differently and living the life they desire. They are no more special than you; they have just chosen to do things differently to get the results they want.

### **And before you focus on the 'lack of time or money to invest' I want you to consider these questions and statements:**

- ✧ How much time do you spend watching TV?
- ✧ How often do you eat junk food that destroys your health?
- ✧ How much do you drink?
- ✧ How many cigarettes do you smoke?
- ✧ How much do you spend on these activities?
- ✧ How are they helping you to have the life you deserve and desire?

- ✧ We all have the same 24 hours per day – it is how we use them that separate us!

Harsh questions but they provide the wake-up call often needed!

**Now answer these questions:**

- ✧ How ready are you to make changes in your life?
- ✧ Are you prepared to learn to think differently?
- ✧ How open are you to experiencing a new way of being?
- ✧ How much do you want to create the life you desire?

This is not the easy choice, working for yourself, but it is the choice that gives you an opportunity to create something your way; not your employer's way (or for your employer's benefit)

Why consider starting your self-employment journey via a Direct Sales/MLM model? Here are a few benefits to help you think differently:

- ✧ You get a direct selling business model that has history and success ready for duplication
- ✧ It provides training to ensure you have all you need to go out and be successful
- ✧ The best direct selling companies have communities that support each other - in business on your own but never alone!
- ✧ And that gives you access to a community of like-minded people who will celebrate with you, encourage you and help you (when you ask)
- ✧ Once you understand the compensation plan and it makes sense, you control your earnings. You decide what pay cheque you want and create the plan to deliver it (with assistance)
- ✧ You get rewarded for your efforts. If you are following the plan, doing the work then rewards will follow
- ✧ Most Direct Sales/MLM companies have unlimited earning potential so whatever you want to achieve is totally up to you; all you must do is align with the company that matches your passion/expertise/interest

- ✧ Direct Sales/MLM businesses require a low investment from £50 to £1000 (compare this to franchising costs of at least 10k+ or other business models and you can see how viable it is). Every business will require some sort of investment, but the good news is you DO NOT have to purchase a garage full of stock (unlike having a shop for example)
- ✧ You can work your Direct Sales/MLM business part time or full time giving you the flexibility needed to engage in the other activities life has to offer
- ✧ Even if you are still working you can start part time and work the Direct Sales/MLM business until it is generating the same or more income your job does and leave
- ✧ It works when you work the system! People often fail because they don't stick to the proven formula.

***Are you ready for a new approach?***



## **Know What You're Dealing With!**

### **What is Direct Selling? (Also known as Multi-level marketing)**

*Direct Selling is the sale of a consumer products or services by independent distributors or consultants directly to the consumer and is the UK's largest provider of part time earnings. It is usually carried out face to face - either where a product is demonstrated in the home or a catalogue is left with the customer.*

*The independent distributors and consultants are not employees of the company, they are independent contractors who share the offerings, market and promote them in return for a commission on sales made.*

### **Key Terminology**

#### **Network Marketing**

*This relates to the way Independent distributors and consultants do business earning commission from sales of products and services they personally generate and from a percentage of the sales of others who they have shared the business opportunity with and who are also generating sales. Hence it creates a network of independent distributor and consultants.*

#### **Pyramid Selling**

*Pyramid selling is illegal in the UK and many other countries. It is a type of fraud which is made to look like direct selling. How to recognise it:*

- 1. Those being recruited in are asked to pay an admission fee to join the scheme and earn commissions persuading other to join it (whereas with Direct Sales/MLM commission is earned from product/service sales)*
- 2. Those who get involved are not offered contracts, cancellation rights nor the opportunity to buy back unsold goods - all of which are required under UK law.*

**Information Video:** [https://www.youtube.com/watch?v=V\\_ZJDGgk6\\_E](https://www.youtube.com/watch?v=V_ZJDGgk6_E)

## Making Direct Sales/MLM Work for You

The easiest way to make Direct Sales/MLM work for you is:

- Choosing something you will enjoy, something that means something to you. And you'll know that by
- Knowing, using and loving your service/product; natural enthusiasm from a place of honesty
- Using the system; it is there for a reason. It's been tried and tested
- By sharing & teaching others the benefits of the product/service and the business opportunity. It is not meant to be a hard sell. When you find a product or service you love, it is common practice to share it with others; they are either interested or not!
- Seeing it as the financial vehicle to deliver the life you want; your why must be clear and it helps to create some visual cues as reminders
- Benefiting from residual income whilst helping others to do the same; business building
- Learning, learning & learning; be part of a community of learners who encourage and support each other

There is probably a Direct Sales/MLM company for every type of product most people purchase; appliances, arts & crafts, baby items, beauty, books, cleaning products, clothes, gifts, greeting cards, home & garden, jewellery, kitchen & dining, online marketing tools, telecommunications, toys & games, virtual shopping, wines & spirits and, of course, my favourite & area of expertise, health & wellbeing.

It's hard not to find something you love in there, something that resonates with you and that you sense would be a joy to share with others.



## Case Studies:

**What's My Product Choice:** YvonneB with Isagenix – Nutrition for health, performance and energy. Direct selling via home parties & sample product packs for new & existing clients. And via my personalised Isagenix website.

**Why This Product:** As a health & wellness advocate, personal trainer and life coach, health is the number one priority for me and for my business. Choosing a health-related product was crucial; it had to fit with my existing business model and be of use to my existing clients. I tried a couple of different products and for me, Isagenix stood head and shoulders above the rest in terms of quality, results (personally) and company values. My personal values fully align with the companies and I couldn't be happier knowing I am part of a community that truly wants to make a difference to the health & wellbeing of the global population.

**What impact it has had on my life:** My own health & wellbeing has improved (increased energy, leaner body frame), and people have noticed the change and that has made it easy for me to talk about it, often when asked as opposed to proffered. In turn, people want to try the products, be that for weight loss, weight gain, sports performance, increased energy or to balance their diet. I truly feel I have found the perfect product for me and the people I serve through my business.

**Visit My Website:** <http://TheEnergiser.isagenix.com/>



**What's My Product Choice:** YvonneB with Weleda – Natural skincare & wellness range – direct selling via home parties & free facials for new & existing clients plus involvement in beauty events.

**Why This Product:** The skin is the largest organ we have and yet most people are poisoning themselves through the abuse of the skin surface daily. Just because it is possible to buy a moisturiser for £1 doesn't mean it is effective or good for you! I have used so many different products since the age of 14, some incredibly expensive and others, dirt cheap. I found that price was not a guarantee of product quality, rather developing my understanding of how the body functions and what it needs, inside and out, to work optimally. So, 39 years on from when I first started using skincare ranges, I am now committed to using only natural products and PROVEN natural products at that. Weleda is the oldest natural skincare company operating across the globe, growing many of its own ingredients and sourcing sustainably. The products are middle or the road in terms of pricing and a skincare set can last for 3 months when used sparingly as directed.

Again, the company's values align perfectly with mine and that means I am confident & happy to share their products with others; no hard sell required.

**What impact it has had on my life:** My skin reflects the Weleda range quality. Whilst I have been blessed with youthful skin (genetically) since I have been using the Weleda range I have noticed the dryness I used to experience after fitness training has greatly reduced. I rarely get blemishes and I love that my whole body is now absorbing the most natural organic products I can give it.

**Visit the Weleda Website:** <https://www.weleda.co.uk/>



**Reflection Exercise:**

**What Would Be My 1<sup>st</sup> Product Choice?**

**Why This Product:**

**What impact might it have on my (my family's) life:**

**What Would Be My 2<sup>nd</sup> Product Choice?**

**Why This Product:**

**What impact might it have on my (my family's) life:**

## Questions Answered

Being informed matters and I want to share some of the most commonly asked questions here with some generic answers. I say generic because each Direct Sales/MLM company is different.



### **How much does it cost to start direct selling?**

*You can often start a Direct Sales/MLM business for less than £100 depending on the product or service. Compare that to the average cost of starting your own business from home, 3-5k – it really is an attractive opportunity that is accessible to most people; minimal outlay.*

*The law governing Direct Sales/MLM does not allow an investment of more than £200 in the first seven ensuring you don't spend or lose your life savings on something you might later regret. And the bonus is that you don't need to buy stock to start selling to customers.*

### **What do I get for my investment?**

What you get for your investment includes all the tools and templates you need to get the business up and running (these may be accessed via an online portal) and the products you purchase for yourself & to showcase to your customers.

### **What's the likely ROI?**

*Earnings can vary from 0-50k+ per year, depending on whether you do nothing, do it part-time or go full-time. Your time and effort will usually reflect the results you get and whilst it is possible to earn far more than 50k, that is usually achieved by those who work the system in a dedicated and consistent manner.*

Direct selling offers a flexible earning opportunity where you get to control the income you generate. Whilst many people work their Direct Sales/MLM businesses part-time, others put in full time hours and generate a substantial income.

### **How long does it take to make a good income?**

Again, this depends on your efforts and the speed with which you begin to share what you have to offer. The sooner you get started, the sooner you are likely to see financial results. What is important is the consistency of your actions in sharing the product with others and offering them the opportunity to purchase through you.

### **I've lost my job and need money now. How can this help me?**

It is an option, however, as it takes time to build a direct sales/MLM business it would be wise to ensure you have a regular income stream available for your day to day needs unless you intend to go into the business full-time and work it every day. This is an unbiased article worth reading:

<http://www.independent.co.uk/money/spend-save/unemployed-and-over-50s-grab-financial-lifeline-offered-by-direct-selling-2314894.html>

### **How much time does it require per day?**

*It can be just a few hours a week or, for some, a full-time occupation. It is, for example, a perfect opportunity for women to return to work, as it fits in with their family commitments.*

### **I know people who have done it and not made any money. What proof have you got?**

Most Direct Sales/MLM companies can provide you with details of their top sellers down to their non-sellers. If you follow the system provided and utilise the training available, there is no reason for you not to make money. The bonus here is you decide how much you want to earn and then put in the time and effort required to attain the goal. Any good Direct Sale/MLM business will have a great support team at HQ as well as access to the person who introduced you to the business.

### **Will I end up with heaps of paid for stock?**

Direct Sales/MLM companies, generally, do not require you to purchase stock. Rather, you are a user of the service or products and because they

work for you, you share them with others. When your customers place order HQ processes the orders and sends the goods out from their warehouses.

### **Do I have to sell stuff?**

The quick answer is yes however, Direct Sales/MLM is not meant to be a hard sell. The idea is that you enjoy the products or services of the company and because you know they work you share them with others, people you know as well as people you don't know.

What I've found is that my enthusiasm for the products I use engages people. I refrain from hard selling (I don't like it so why would I do it?) and instead share the results I am having with the products I use.

### **What if people ask me things I don't have answers for?**

It takes time to get to know product and service lines and you won't have all the answers initially. Never pretend to know the answer, always advise that you will make a note and get answers for them. Most Direct Sales/MLM companies will provide opportunities to host 3-way calls or face to face meetings with those who have been in the business longer and who can confidently answer questions.

Make the most of the trainings on offer and familiarise with the product/service and the common questions.

### **I don't have a sales background; can I really do it?**

The beauty of direct selling is that you don't have to be a sales rep. You do need to believe in and be willing to talk about the products but that is sufficient to get you going. There are no barriers to entry, it's for women, men, young adults (students), retired people, couples and across every social and racial group. *There are thousands of people of all ages and from all walks of life who want to be independent.*

- *Nearly one in five of all Direct Sellers are 50 or over*
- *It is well suited to women with other commitments as they can start on a part-time basis with minimal start-up capital.*

### **What should I look for in selecting a business opportunity in Direct Sales/MLM?**

- A product you love and want to share – this will make it easier for you to approach people; your genuine enthusiasm will shine through
- The market need for the product or service you will be offering. Is it for the general public or a niche targeted group? Is that market big enough for you to create a sustainable income that meets your needs. The company should provide you with market research information showing the potential growth
- Check to see if the company is a member of the DSA for peace of mind (Direct Selling Association)

### **Can I operate a Direct Selling business from home?**

It is a 'people business' which means you do need to make personal contact and being face to face is best. If you choose to do that from your own home, inviting people in or using virtual face to face tools, that's all good if the potential customer is happy with it.

The response to Direct Sales/MLM is more effective than mail shots, it just requires you talking to as many people as possible and coping with rejections.

### **Can I build a long term retirement income from Direct Selling?**

It is possible to build a large team of other direct sellers and continuously loyal consumers. However, as with any business, personal contacts and regular customers need looking after. If you don't, you will lose them.

### **Am I likely to be more successful with a new Direct Selling business?**

Some new businesses, even if they are subsidiaries of successful overseas companies, do not always succeed in the UK. The most important consideration is your opinion of the products. Many Direct Sales/MLM businesses that have been operating in the UK for 10 years or more, have successful distributors who joined many years after the business was started. If the market demand is high, the age of the company is not relevant and most have great potential for future growth at the expense of conventional retail

## Call to Action!

### What If...

*I am on a mission, and it's a global mission, to transform health & wellness with the nutrition system I mentioned earlier in this book that is literally changing lives daily and has been doing so consistently for over 15 years.*

***I'm looking for like-minded women who understand the importance of health & wellbeing and who have a big enough 'why' to want to impact the wellbeing of self & others whilst creating a residual income stream (part or full-time).***

What makes this nutrition system special? Watch these 2 videos:

<https://player.vimeo.com/video/220401384>

<https://vimeo.com/140032024?fref=gc>

#### **Interested? What's important is that you:**

Are passionate about health & wellbeing and are aware of the health crisis crippling our world and willing to be part of one team to change it

Believe in seeing proof first, much like me, and are willing to use the products and track your own results (note: all products come with a 30-day money back guarantee and I'll also show you how to get your products for FREE!)

Are coachable: you have the desire to be coached, trained and mentored to maximise the business opportunity, along with me, by some of the most successful women in this business

***If you're opening to having a chat I invite you to join me for a 30-minute Zoom call***

Book your FREE 30-minute consultation here:

<https://calendly.com/yvonne-b>

[www.yvonnebltd.com](http://www.yvonnebltd.com)

**Glossary:****[Direct Selling Association](#)**

*“Direct selling is the UK’s largest provider of part time learning opportunities. It is a flexible option for over 400,000 people in the UK, allowing them to earn money and run their own small business on their own terms. Direct selling allows people to work around existing commitments, putting in the hours they chose with no pressure.*

*“All DSA member companies comply with not only UK law, but also the two DSA Codes (The Consumer Code of Practice and The Code of Business Conduct), which ensure they are operating in an ethical and responsible manner. All areas of the codes are monitored by an independent code administrator, wealth and health claims.”*

**[Bravo Leadership Award](#)**

Over the five-year period from 2010 to 2015, health and wellness company Isagenix International grew from \$256 million to \$890 million in revenue, a 247 percent increase. 2016’s revenue of \$924.3 million then placed them at No. 26 on this year’s Global 100 ranking. In addition, Associate growth exploded from 25,000 to 506,000, a 1,923 percent increase, during that same period. Today, the company has more than 550,000 customers worldwide.

**Recommended Books:**

[The Flip Flop CEO](#)

[Beach Money](#)

[The Compound Effect](#)

[Rich Dad, Poor Dad](#)

[The Slight Edge](#)

[Think and Grow Rich](#)

## Notes



Copyright ©



