



## How to Select a Network Marketing Company: Six Keys to Scrutinizing, Comparing, and Selecting a Million Dollar Home-Based Business (Volume 6)

*By Daren C. Falter*

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### **How to Select a Network Marketing Company: Six Keys to Scrutinizing, Comparing, and Selecting a Million Dollar Home-Based Business (Volume 6)** By Daren C. Falter

Network Marketing is one of the fastest-growing career and income opportunities in the world. According to the Direct Selling Association, it's now a \$100 billion plus per year industry worldwide. Hundreds and thousands of people just like you have abandoned low-paying, dead-end jobs for the opportunity to be their own boss and grow their own business. Today, network marketing is a high-tech, sophisticated and professional business model. Unfortunately, too many people are selecting business opportunities without doing enough of their own research. Most people simply don't have the time or the resources to effectively evaluate and compare many ventures. So they accept and follow the advice of someone not qualified to give it, like a fellow employee or even an inexperienced friend or family member. Or they follow the first charismatic mentor or business coach they meet, without really scrutinizing their backgrounds or character. That's why the author, Daren Falter, decided to do years of extensive research and provide an objective resource so you won't have to spend months, or even years, selecting a top network marketing company. This book is designed to teach you how to make money in network marketing - a lot of money. It's designed to teach you how to keep that income for a very long time. This book was written for those who are choosing network marketing as a career or as a life-long source of substantial residual income. Here's some of what you'll learn in this book: The six criteria for selecting a top distributorship; How to examine the track records and backgrounds of a company and its founders; How to do your "due diligence" before jumping in with a company; Tactics, tools, and attitudes you'll need to select a successful company; When the best time is to join a network marketing company; How to scrutinize a product; How to start thinking like a "Marketing Pro"; The Wrong Reasons for Starting a Business; Seeking the right Mentor; Understanding the differences between Network Marketing vs. Home Party Plans; Loser Industries you must avoid at all costs; What to sell and why; The 7 steps for selecting a wealth-generating product; The biggest lies network marketing companies tell; How to Scrutinize compensation plans; And MORE!

Don't be like most people who sign up for companies without doing any in-depth research. This book will teach you the right questions to ask yourself and the company you are considering joining. Click the "Buy Now" button and save yourself from making big mistakes and wasting time with the wrong company. Reviews for this book: "This is must reading if you have the dream of owning a successful home based business, and you want to build it using the network marketing business model." - Kerri M. " If I'd had this book I could have avoided many of the pitfalls I've experienced through the years." Gayla G. "This book is a must read for anyone thinking about becoming involved with Direct Sales/Network Marketing." -Cloud "Truly one of those rare books that's worth its weight in gold for someone trying to choose a solid company that can provide them with the financial future they've always dreamed of." -G. Erianne

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## **Editorial Review**

### **Review**

"When I need answers to my MLM questions, I call Daren Falter. His book is required reading for those seeking another stream of income through network marketing."

Robert G. Allen, NY Times Best Selling Author  
Multiple Streams of Income, One Minute Millionaire,  
Cracking the Millionaire Code, Nothing Down, Creating Wealth

"I've known Daren for many years even before he began serving on the MLMIA Board of Directors. I always value his opinions and consider him a true leader and professional."

Doris Wood, Cofounder  
MLMIA (Multilevel Marketing International Association)

"Daren and I see eye to eye on many issues related to network marketing companies. I recommend every aspiring MLM leader read this book before selecting a company."

Len Clements, Author  
Inside Network Marketing

"Daren Falter brings several perspectives from different facets of direct sales to bear on his new book. These perspectives offer in-depth insights into one of the most important decisions you'll ever make in direct sales: picking the right MLM company. Anyone considering a direct sales or network marketing opportunity should read this book first."

Dr. Keith Laggos, Publisher  
Network Marketing Business Journal

"How to Select a Network Marketing Company is the best tool available for determining if you are with a good company or for picking the right company. It will save you years of struggle. It's a must read for anyone who still hasn't hit it big in network marketing."

Rod Nichols, Author  
The Twelve Power Secrets of Network Marketing, Network Marketing for the 21st Century

### **From the Author**

Creating this book was no easy task. It took years of study, careful thought, and application. Obviously I wouldn't have accepted this challenge if I didn't have some compelling reasons to finish this book. I actually have three reasons.

First, I'm tired of reading and listening to self-proclaimed network marketing gurus review moneymaking opportunities. These so-called experts generally have strong opinions founded on nothing but their own personal experience, or worse, opinions. Most of these experts have done very little research, and many have

little or no background in business or in building a successful long-term network marketing business. I'm committed to telling the truth about how to scrutinize and select a winning network marketing company. I'm committed to taking a closer look at the criteria for selecting the best companies. I'm committed to keeping my sleeves rolled up and staying in the trenches, actively building my next successful MLM while still maintaining total objectivity when reviewing business ideas and opportunities for others. To validate my research and conclusions, I have quoted some of network marketing's most universally respected authorities throughout the book.

Second, I feel that too many people are selecting business opportunities without doing enough of their own research. Most people simply don't have the time or the resources to effectively evaluate and compare many ventures. So they accept and follow the advice of someone not qualified to give it, like a fellow employee or even an inexperienced friend or family member. Or they follow the first charismatic mentor or business coach they meet, without really scrutinizing their backgrounds or character. I decided to do most of the research myself and then provide an objective resource for my readers so you won't have to spend months, or even years, selecting a top home-based business.

"Too many people are selecting business opportunities without doing enough of their own research"

And finally, I have a passion for helping people succeed in business. This book allows me to share the information that I have gathered over the past decade with others who have the potential to be great in network marketing but are striving to find a good company and system. By following the principles and criteria outlined in this book, I have been able to make excellent, informed choices that have truly paid off for me. Every time I've failed to apply these principles (and believe it or not, sometimes I have failed to follow my own advice) I've failed to select a good business vehicle. Now it's your turn to do your *due diligence* (or diligently research something on your own). Find out if my strategy for selecting a business opportunity makes sense to you. If it does, jump on board, hold on tight, and prepare for the ride of your life as we explore the secrets to selecting a million-dollar network marketing company.

For the MLM Veterans

The rest of these introductory comments are targeted specifically to those who are not beginners to network marketing, but have been around the block a few times. Are you among the beaten, and the battle scarred? Are you one of those distributors who never really earned a check that reflects your true potential, but you never gave up trying? You may be like I was before I applied the principles in this book. The knowledge I gained in the process of researching and writing this book changed my life. I know it can change yours if you let it.

Getting Serious

This book is designed to teach you how to make money in network marketing - a lot of money. It's designed to teach you how to keep that income for a very long time. I make no apologies for its contents. This book was mainly written for those who are choosing network marketing as a career or as a life-long source of substantial residual income. If you're only looking for a few hundred extra dollars every month, just about any network marketing company will do as long as it stays in business. But if you're like me, you probably won't be satisfied until you're creating substantial monthly cash flow. For the big buck, you need the best company. Learn to just say "no" to the good, or even the great, to say "yes" to the best.

Ego vs. Income

The opinions and recommendations I share in these pages are designed to teach you how to become wealthy in network marketing. You can have all the best intentions in the world, but if you don't agree with the information and choose not to do what is recommended, you'll be horribly disadvantaged in your MLM

business and you probably will never be successful. But if you want the best chance at achieving massive success, I'd recommend that you get rid of your ego and all of the things you think you know about network marketing, and study every word with an open mind.

Why am I so confident in my content? Two reasons:

1. Most of this is not my material. I didn't dream up the contents of this book and then write it out on paper. Although I feel some portions of it are inspired, it did not come to me in a vision. My recommendations are the result of interviewing dozens and dozens of network marketers who make between \$300,000 and \$3,000,000 per year in network marketing. This book is an extensive compilation of their recommendations. I don't pretend to be the world's greatest authority on network marketing success; I just have a passion for interviewing people who are proven leaders and top money-earners in this business. In this book, I humbly present to you multi-million dollar advice offered by those highly qualified to give it. And keep in mind that if you disagree with the philosophies in this book, you're not just disagreeing with me. You're disagreeing with most of the top authorities in the network marketing industry.

2. As I learned how to shed my ego and forsake my own crazy ideas, I gained the knowledge and wisdom that I desperately needed from these top authorities in network marketing. I started applying these principles myself, and now I'm among these top earners. I feel I have now earned the right to at least contribute to the commentary. I also stopped reading books written by phony networkers, broke networkers, or network marketers who don't have what it takes to maintain large, successful organizations. Again, I implore you, from this day forward you must only take advice from people who are qualified to give it.

#### Are You a Career Network Marketer?

If you consider network marketing to be your career of choice and the only occupation you're interested in pursuing for the rest of your life, then we're on the same page, literally, and you qualify to keep reading all of the pages in this book. After all, why wouldn't you want to be a pro networker? If you knew what I knew about the incredible lifestyle, relationships, growth opportunities, travel, and other perks associated with a successful networking career, you'd be just as enthusiastic as I am. However, if you have reservations about starting a network marketing distributorship, I'm afraid that this book may not help you feel any better about participating. It's not designed to. There has been concern expressed by some of my editing staff that this attitude of exclusivity could hurt sales of this book. I'm not concerned. According to the Direct Selling Association, network marketing is a thirty billion dollar per year industry just in the US alone. The industry continues to grow annually unhindered by the rise or decline of the economy. I'm confident that millions of people who have never heard of it before will be turning to network marketing soon. But it's important to gain a belief in network marketing as a viable and honorable business model before this book will have a profound impact on you. For those still wondering if network marketing is for them, try seeking books that will help you build your belief in MLM first. Consider this book a sequel.

From the Inside Flap

Foreword by Len Clements

I read the first edition of Daren's book *How to Select a Network Marketing Company* back in 1998--and I wasn't impressed. Oh, I was impressed with Daren, and I still am. I'm a fan of anyone who adores statistical analysis and pragmatically researching MLM and its companies as much as he does. Unfortunately, that's a very short list. This business needs more Daren Falters.

But back to 1998.

The first thing that struck me as blatant hyperbole, which Daren is otherwise loathe to practice, was the first line of the fourth paragraph of the Foreword, back then written by Daren himself. He had the audacity to exclaim that, by reading his book, you would learn how to "pick a winning network marketing company every time." The theme is original and, I thought back then, optimistic at best, delusional at worst. But now it's 2012. Daren's been in the biz two decades now--and he's not only picked a winning network marketing company every time as a distributor, but now he has cofounded one of the most promising network marketing companies in operation today!

That same paragraph went on to promise the reader they'd learn how to evaluate and select a network marketing company based on "facts, not hype." This was around the time I was conducting my "Facts & Myths of Network Marketing" seminars and running my "Anti-Hype" ads throughout the MLM media. How could I not at least admire and respect his intentions? After all, this is an industry where, as unfortunate and cynical as this may be to admit, we often put ourselves at a marketing disadvantage by telling the truth. In offering an honest, realistic presentation of our products and opportunity, it becomes increasingly difficult to remain competitive with promoters who indulge in hype and propaganda. We can't simply ignore these competitors who use this unfair advantage to sway the masses; we have to fight back! We have to expose them. Like revealing how a magic trick works, we have to reveal the illusion and thus eliminate its power to persuade. That's why the majority don't like guys like Daren. What he does takes guts.

But what really stuck in my craw back in '98 was Daren's "Top MLM Companies" list, based on his "objective" analysis. This was the first time that Daren listed them in descending order of preference (they're usually alphabetical). And lo and behold, the company he was a distributor for was first on the list! What a surprise. But Daren's credibility loss was short-lived. Not long after, by popular demand, I rated all the best companies in the industry and published my own Top Ten list on my Website. And lo and behold, the company I was a distributor for was number one on the list. I was also challenged for not being objective and displaying bias in choosing the order of my picks. I would always respond, quite sincerely and confidently, that I wasn't rating my company highly because I was in it; I was in it because I rated it so highly. After all, I would rhetorically ask my challengers, doesn't it make sense that I would join the company I thought was the best one?

Hmmm.

Okay, but then there was the issue of due diligence. I spent years of genuine full-time research on this business, and had surveys of over 5,000 distributors (over 7,700 now), a meta-analysis of many other industry surveys, interviews with dozens of MLM company CEOs and thousands of prospects, thorough reviews of hundreds of companies and pay plans, and years of practical experience to back up my findings. Surely no one else had done that, or was even capable of it (or so I arrogantly thought at the time). So, after finishing Daren's book, my ego and I were faced with the possibility that perhaps Daren's statistics, analysis, theories, conclusions, and company ratings were almost identical to mine, due to a series of literally hundreds of amazingly accurate wild guesses.

Or maybe he actually knows what he's talking about.

Len Clements  
Author of Inside Network Marketing  
Founder & CEO, MarketWave, Inc.



## **Users Review**

### **From reader reviews:**

#### **Corinne Parsons:**

Book is definitely written, printed, or illustrated for everything. You can recognize everything you want by a reserve. Book has a different type. We all know that that book is important point to bring us around the world. Adjacent to that you can your reading expertise was fluently. A book How to Select a Network Marketing Company: Six Keys to Scrutinizing, Comparing, and Selecting a Million Dollar Home-Based Business (Volume 6) will make you to possibly be smarter. You can feel considerably more confidence if you can know about anything. But some of you think that will open or reading the book make you bored. It isn't make you fun. Why they are often thought like that? Have you looking for best book or suited book with you?

#### **Lidia Mejia:**

Do you really one of the book lovers? If yes, do you ever feeling doubt if you are in the book store? Aim to pick one book that you never know the inside because don't assess book by its handle may doesn't work is difficult job because you are frightened that the inside maybe not as fantastic as in the outside search likes. Maybe you answer may be How to Select a Network Marketing Company: Six Keys to Scrutinizing, Comparing, and Selecting a Million Dollar Home-Based Business (Volume 6) why because the wonderful cover that make you consider concerning the content will not disappoint an individual. The inside or content will be fantastic as the outside as well as cover. Your reading 6th sense will directly make suggestions to pick up this book.

#### **Tanya McGaha:**

Are you kind of stressful person, only have 10 or maybe 15 minute in your moment to upgrading your mind talent or thinking skill also analytical thinking? Then you are receiving problem with the book than can satisfy your short time to read it because all this time you only find book that need more time to be study. How to Select a Network Marketing Company: Six Keys to Scrutinizing, Comparing, and Selecting a Million Dollar Home-Based Business (Volume 6) can be your answer as it can be read by you who have those short extra time problems.

#### **Carmine Caulfield:**

What is your hobby? Have you heard in which question when you got students? We believe that that problem was given by teacher with their students. Many kinds of hobby, Every person has different hobby. And also you know that little person like reading or as reading become their hobby. You need to understand that reading is very important in addition to book as to be the matter. Book is important thing to add you knowledge, except your own personal teacher or lecturer. You find good news or update regarding something by book. Numerous books that can you choose to adopt be your object. One of them is How to

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