

20 Surprising Tips

To Help You Save Time & Money
In Home Business Industry



1 Do You Have an Entrepreneur Mindset?

Becoming a successful business owner is completely different to being a successful employee. If you are coming from an employee background you may still have that 9-5 mentality. You see, as an employee you are paid for the number of hours you work, but as an entrepreneur you are only rewarded for your productivity. You may sit on your computer for 10-15 hrs but what counts at the end of the day is your production.

You don't have a boss to look over your shoulder and you need to do the work, take action every single day.

2 What is the Best Home Business Model?

There are many businesses models you can run from home.
Some of the examples

- **Build your own product that will help your market niche** – The advantage of this is that your product will be unique, but it may take a considerable time till you see a tangible result. You will need to have sufficient capital, and/or another stream of income to survive till you see the results. If you can persist and do it well the rewards can be enormous.
- **Affiliate Marketing** – You can become an affiliate for another company product and service, and then market that product to earn a commission. You see this kind of marketing on internet very often. Here again the main advantage is that you have a product already built. Only disadvantage is you need to invest your time, money and energy to learn how to market effectively. This model has become very lucrative to people who have mastered the art of marketing.
- **Multi Level Marketing (MLM)** – This is where you distribute company products and earn a commission and enroll other distributors who do the same. When you do this you get paid for your down line distributors' efforts as well. So, the REAL success in MLM comes when you build a big enough down line. – There are many advantages to this business model. First of all you have the product already available for you. Most often the initial investment to start this type of business is low. The main disadvantage is that the commissions you get from retailing the products is very low and it will take a long time to build a down line to reap the rewards of your labour. It is a fact that 97% of the MLM distributors fail because they find it hard to stay in business while building their down line.

Well there are many reasons for this kind of failure and there are ways to avoid them, but that it is a topic for another day.

- **Network Marketing** – Here is where you introduce a product or service to your network of people and you earn a commission for your efforts. I am sure you have heard about the home parties like Tupperware. You can earn commission by retailing the products to people in your network. This could be a nice part time income, but you will need to invest a considerable amount of time if you want to make a living out of this kind of a business model.
- **GPT (Get Paid Today)** – This business model pay you huge upfront commissions, so you don't have to wait to build a massive down line like in MLM to earn 6 or 7+ figure income. If you are planning to make \$10k+ income per month from home this is the best model for you. Also think about it, the money you get paid today worth more than what you get 3 or 5yrs down the track. This business model is offered by top tier direct sales companies. One of the objections you get is that the cost is too high, but in actual fact if you do the math, they actually turns out to be less expensive.

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What is the Best Product to Market?

This is very important because you are going to market a product and want to earn a profit. Sometimes people say you need to go for something you are passionate about, but your passion may not turn out to be the most lucrative business idea.

You have to look for a product that is unique. I's stay away from juices, vitamins and supplements because the market is already saturated with these products. Today's trend is towards information products this can be in various niches, like health and fitness, relationships and money making.

4 How are you going to fulfill the sale?

Some companies want their distributors to hold stocks of the goods. This leads to not having enough working capital for your other expenses. Also you need some space to stock these products. The other thing you find with some of the products like supplements, if you do not retail them fast you may end up with huge stock of expired goods.

You need a company offering drop ship facility so that you don't need to pre purchase the product and you will be saving your working capital.

5 What is the Company Management is like?

The integrity of the company management is very important. You see so many scams are happening in the Home Business industry and you cannot take this lightly.

You need to do some research to find what kind track record the owners and the management of the company have.

Last, but not least trust your instinct, if something doesn't feel right don't do it.

6 Does the Company have a Global reach?

With today's technology and where the people are going internet play an important role in the way business is done. If your Company don't have a global reach you are simply missing out on major share of your market.



In this instance your product plays an important part, mainly because the laws of certain countries may not support the product. For example the supplements there will be so many hoops to jump before the product can be marketed in certain countries.

In this case digital or downloadable products are preferred.

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What is the Compensation Plan?

How will you be rewarded for your efforts? What kind of commission structure do they have?

The most attractive compensation plan is where you get paid high upfront commissions with residual income opportunity. It is very important to have money coming in, so that you are able to stay in business.

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What kind of Marketing System do they have?

The best product in the world can bring you no income if you cannot get in front of an audience who are looking for a solution your product is going to solve. I am not talking about a system of calling your friends and family like most MLM companies ask you to do.

Important to find out what kind of marketing systems do they use and will that work for you. A very important question to ask is do they leverage the power of the internet in their marketing efforts?

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Do They offer Marketing Training?

Find out what kind of training do they provide? Will they cater for your level of expertise? For example, if you are a complete newbie for computers do they have a system in place to support you? Will you receive cutting edge marketing training from the experts in the field of marketing?

Here you need to find out exactly what they offer to avoid frustrations later on. I am telling you this with experience, because almost all home business opportunities will tell you "Full Training Provided" but when you start you find you are not getting the training that is necessary to survive in today's Home Based Industry.

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What kind of Support are You going to receive?

Here are few things you need to find out;

- Will you have one on one support if and when you need?
- Is there a place like a forum where you can ask questions from others in the same business?
- Will they have conference calls where you will be able to get immediate answers to your questions?

Get clear on these questions so that you know from the start that what you are receiving.

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Does the company give back?

I am not sure about you, but I believe in giving back and it is important to me. I like to associate with a company who gives back to the community and world at large, so that you can be a part of something larger than you.

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How to find Money to fund your Home Business?

Starting and running a Home Business requires consistent funding for your advertising and tools. You need to find a way to find some money for your advertising and this should not be your bread and butter money.

The best way to approach this is to sell affiliate products that will support your target niche. Remember everyone who visits your site will not buy your product. In fact only 1-2% of the people will buy, hence if you do not have a strategy to monetize the people who never buy your product you will be spending yourself out of business soon.

13 How to find Leads and Prospects?

This will not be a question at all if you selected the correct niche and partnered with a company which offers cutting edge marketing training.

Here I have to qualify this statement because no best product, marketing system, training will not give you any result if you don't take action. So make sure that you take action and market your product and services every single day.

14 How much time should you Invest?



I just want you to notice that I didn't say "how much time should you spend?" I said "Invest". Yes, you are investing your time on your business and expecting a return.

Anyway, the answer to this in one word – "Depends" It depends on your situation. Are doing this business part time around a full time job or are you doing this around your children?

What ever your situation is one thing you need to be clear it is not just the TIME you invest, it is all about your PRODUCTION. You need to invest Focused time in order to get results.

So, depending on the amount of time you have at your disposal to invest allocate time for training, marketing and connecting with your prospects.

If you have selected the home business carefully you will receive guidance in allocating your time to get the best possible results.

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What about the competition from the marketers promoting same Home Business?

Any business opportunity will have other distributors promoting the same opportunity; hence you need a way to stand out. Simply, why would anyone join YOU?

Only way to stand out from the rest is to embrace the YOU Inc. business model, where you will have no competition at all, simply because there is no one like you in this whole world.

To market you effectively, you will need to increase your value to your target market. Only way to do this is to learning new skills and partnering with the correct leader and Company will take care of this.

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What are the Most Effective Home Business Marketing Tools?

There are many tools that are available to home business entrepreneurs depending on the marketing methods they choose.

The one tool that every single home business owner need is a tool to build your own email list. You see, your list is your only asset, what ever the business you decide to build.

There are many e-mail marketing software in the market and the most popular are Aweber and Get Response. When you partner with a company based on the items I discussed above they will help you getting started with correct tools.

17 Warm Market Vs. Cold Market?

Most of the traditional home businesses like MLM want you to go after your warm market. This actually put most people off, and even you have no objection in talking to your friends and family, one day you are going to hit the warm market 'brick wall'.

If you find a good system to market your business, you will have enough leads coming in and you will never have to worry about prospecting your friends and family.

18 How Long will it take to get Results?

This is a question most people have when they come to a business. Most of them want instant results. You need to realize that you are getting into a business; you cannot expect an instant push button result. You need to learn the skills you require to succeed.

One of my mentors said that you need to have 'intelligent patience'. Having patience is different to having intelligent patience. This I learned the hard way. If you are with the right company and right marketing system, provided you take action persistently and consistently you will see the results. One cannot say whether it is in one month, 3 months or 6 months because it depends on you.



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How to get over the Over-whelm and information overload?



There are so much information, tools, systems and opportunities that are shared on the internet. It is only fair one gets overwhelmed, confused and paralyzed by this information overload.

You will need a system with step-by-step guidance on how to get started and set up your marketing strategy. It is a real bonus to have one-on-one assistance if and when you need it.

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How to be On-Track with the Home Business?

When you work from home on your computer all by yourself it is easy to get off track. It is essential you belong to a network and community of like minded people. These communities can provide help and support when you need.

You may have your own personal mentor and coach, but I cannot stress the benefits of becoming a part of a community. Make sure you choose your community wisely.

In these communities you can build long lasting friendships, joint ventures and help each other with your respective businesses.

About Me:

My name is Damayanthi Jayasinghe. I'm an internet entrepreneur who is dedicated to sharing content and information that will help YOU build your home business...

Let me share some things you should know about me...

I started my home business with a well known MLM company just over five years ago; I was excited about this amazing opportunity and did really well with my business in the first couple of years.

I used all the techniques like calling friends and family, home parties, flyers, prospecting in the mall, 3foot rule, buying leads etc.

What I found was that my team couldnt duplicate what I was doing, my growth stopped and actually I was going backwards.

After 4+ yrs in the business what I had to show for my hard work was a shrinking downline and expanding credit card debt.

I decided to search for solutions and I was exposed to the world of online marketing, the more I learned, the more I fell in love with it. Now I have mastered many areas of online marketing and generation leads to my business consistently, I want to share my knowledge and teach other struggling business owners how to select a correct business model.

Theres no denying that internet has changed the way we do business and if you dont go with the flow you will never make it.

Your home business does not have to be a struggle; you shouldn't feel like that you are doing another job & my mission is to help you create more leads, more cash and enjoy working on your business.

Make sure to connect with me on other social networks.

Feel free to contact me on any of the ways mentioned below.

I'm looking forward to getting to know you! :)

Wishing You Massive Success

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