

# What to Look For When Choosing a Network Marketing Company



- Are there physical products being sold (and will people buy them repeatedly, month-to-month) or is it just based on an exchange of money (which is illegal)?
- Can you see yourself using and selling these products, and the associated lifestyle? If not, another company may be a better fit.
- What is the compensation plan like? Will it meet your needs, and help you reach your goals?
- Make sure the company provides adequate support, especially if you are new to network marketing.
- How much will you be expected to spend each month? What do you have to do to be considered "active"?
- Look at the general structure of the company: direct sales vs. network marketing; stocking inventory vs. people ordering through website; social media vs. home parties?
- Be selective about who your Sponsor is. What are they offering you in terms of leadership and coaching to be successful? And, what is their team like, so far?

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- Is the company making any claims that could be against the law? (for example, "This \_\_ cures X").
- How much do you need to spend when you join? All companies are going to have a start-up fee. But this should be reasonable (\$40 - \$499).
- What is the overall company culture like? Is it warm and welcoming? Or cold and catty?
- How long has this network marketing company been around? Be wary of brand new companies that haven't yet had a chance to "prove" themselves.
- How do you promote through the ranks? Do you have to recruit a ton of people or is it more customer based?
- Are these products reasonably priced for the quality? Will you be able to find a customer base for these products -- people who can afford to buy them?
- What is your gut telling you? Honestly -- if something feels "off", it probably is. Keep looking.

DO YOUR HOMEWORK! Research the company before you join. If you lack enthusiasm for the products, you are not going to have a very easy time selling them, so take your time in choosing a company. It'll be worth it.