

THE NEXT TRILLION - UNSTOPPABLE DEMAND IN THE HOME BUSINESS INDUSTRY

# THE NEXT TRILLION

UNSTOPPABLE DEMAND IN THE HOME BUSINESS INDUSTRY

How You Can Quickly Turn Unstoppable Demand Into Your Biggest Home Business Profits

Wanting more just couldn't have gotten more than you can with the unstoppable demand in the home business industry.

# **The Next Trillion**

## **“Unstoppable Demand In The Home Business Industry”**

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# **The Next Trillion**

**Unstoppable Demand In The Home Business Industry!**

# **Introduction**



## **Welcome to The Next Trillion!**

The economic downturn of 2008 has brought upon huge distraught in the business world. People are up in arms as their share prices plummet and their lives are facing radical changes that rock the very foundations of their comfort zones.

More and more people are looking for alternatives as they panic, wondering what tomorrow will bring.

That is why this book will offer a very fresh, new perspective against the general views of people.

In this book, you will learn about everything you need to know about one of the most unstoppable markets in the world today – the health and wellness industry

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and how the MLM industry is positioned as the cornerstone for economic domination in spite of these troublesome times.

As globalization has entered every aspect of our lives, so must we start to think for ourselves and carve our own future instead of leaving our destiny in the hands of others.

This book will talk about:

- The nature of the health and wellness industry
- A brief glimpse into an award winning idea
- Paul Zane Pilzer's thoughts and why he believes that the next trillion is here
- Why Home business opportunities are on the rise
- Why MLM is such a powerful channel
- How you can get started with your own MLM business
- Why multi level compensation is one of the best sources of income
- How we can prepare ourselves for this wave

**Make sure you apply the techniques in this book and take advantage of the free tools that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!**

So without further ado, let's jump into it right away!

## Health And Wellness – A Powerful Area To Target In MLM



The health and wellness industry has always been a top contender for MLM business concepts. There are some big players in this game, the biggest one being Herbalife. Though this area has always been shrouded with some kind of controversy or the other, the fact remains that their business prospects have always been quite high. Most MLM businesses that have focused on health and wellness have reached out at a global level because the very subject they deal with is of a global concern.

Most of the products here are targeted at weight loss. Weight loss is today the number one health issue at a worldwide level. In the US alone, approximately 60% of the people are more than their ideal body weight. Among these, at least 27% people are clinically obese. However, the products available as solutions to the weight problem are definitely not commensurate with the extent of the

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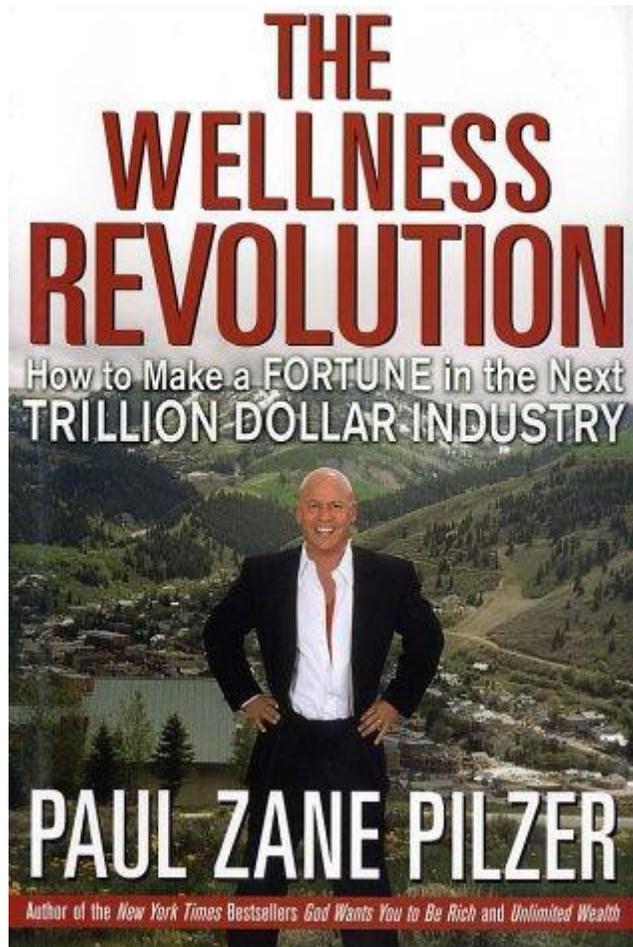
problem. There are no obvious health products targeted at weight loss. That is the reason why multilevel marketing has made such a quantum leap of success in this area.

It is true that the health and wellness of a state is directly influenced by its economy. Most food chains in a country will want the people to binge sumptuous fare, even throwing caution to the wind. Without naming any names here, it is quite obvious how the various burger, cola, pizza and such fast food chains are bringing nations on the brink of ill health and disease. However, there cannot be an effective dampener on the fast food industry because it does bring a huge share of revenue to the state. This is also the reason why there is no government sanctioned advertising for problems such as weight loss because that will directly show the golden egg laying goose, i.e. the fast food industry, in a bad light.

We are treading controversial waters here, but the fact still remains that any weight loss product manufacturer would like to sell his or her product through network marketing rather than giving it complete media attention. When a product is sold through multilevel marketing, the product gains a referral value which helps push up the sales and improve the prospects of the network. The larger picture here is that the nation improves in terms of health and wellness and looks forward to a better lifestyle. This has a kind of domino effect, because a person who has improved his or her health through a great MLM product will like to recommend it to others and keep using more of it.

Thus, multilevel marketing has a very great scope with the health and wellness industry, much more than what traditional advertising has. This is a largely untapped area yet, but the gains are almost promised to be immense.

# A Brief Glimpse Into The Award-Winning Business Ideas Of Paul Zane Pilzer



Paul Zane Pilzer has never been one to keep his ideas close to his chest. He has always believed that economies can progress only through collective efforts and not through mere individual efforts. That is the reason he has compiled all his

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ideas into eight books, all of which have become bestsellers and have been prominently showcased in the media and spoken about by analysts at great length. His ideas are encapsulated in these books. Let us take a brief look at these.

### **Other People's Money**

In this book, Paul Zane Pilzer spoke about how he made predictions about a forthcoming \$200 billion loan and savings crisis which was unheeded by Washington. This prediction was made when he was serving as economic adviser under two presidential administrations. The book gave the world a taste of his insight as an economist.

### **Unlimited Wealth**

The prediction made by Pilzer in this book was that we are living in a world that is ironically short in resources despite the abundance that we think we have around us. He spoke of various ideas where enterprising persons could change tides in their favor and make unlimited wealth despite the paucity of means and resources.

### **God Wants You To Be Rich: The Theology Of Economics**

This highly celebrated book juxtaposed religious beliefs with the human being's constant efforts at attaining richness. It ideated how God Himself needs humans to be rich and to prosper.

### **The New Wellness Revolution**

This is where Pilzer spoke at length about how the wellness industry could be tapped for wonderful business opportunities. Though this idea was somewhat unconventional when he wrote the book, today it has become a largely accepted fact.

### **The Next Millionaires**

This book showed America how each and every one of them is able to succeed if they put a mind to it. It presented some highly encouraging figures about how the number of American millionaires doubled in the 90s decade and how America will create one million new millionaires every year from 2006 to 2016 at least. This very well-received book saw Pilzer speaking about how even the most ordinary American could become the next millionaire.

### **The New Health Insurance Solution**

Here Pilzer spoke about bringing revolutionary measures in the health insurance industry so that it can be made more lucrative for the insurance companies themselves and more affordable to the insured people.

# Paul Zane Pilzer – His Thoughts And Ideas On MLM Marketing



Paul Zane Pilzer is easily one of the greatest economists of our times, one about whom even Sam Walton, the founder of Wal-Mart, has said that he has "an amazing business sense" and "an astounding capacity to put hardcore ideas into the layperson's mind". Pilzer was the youngest office in Citibank at 22 years and then its youngest vice-president at 25 years. He has taught at the New York University for a total of 21 years. He holds an MBA from Wharton. Among all his achievements, the one that is really relevant here is that he earned his first million through his various entrepreneurial ventures at 26 years and his first ten million at 30 years.

Pilzer has been celebrated the world over and especially in the US where he resides because of his astounding business ideas and the predictions that he has made to convert the US into a stronger economy than it is today. However, his ideas are also targeted at the lowest common denominator. In his bestselling

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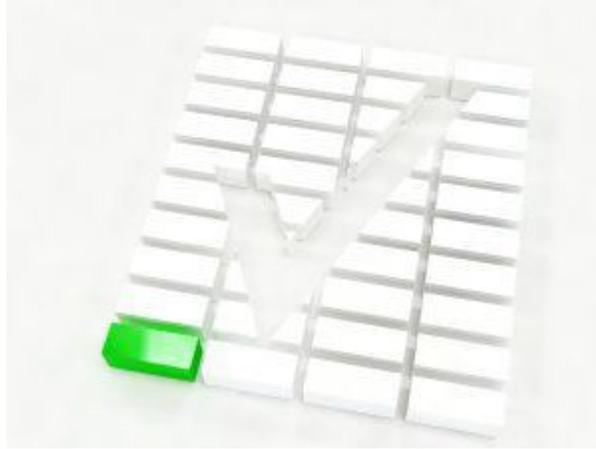
book *The Next Millionaires*, he speaks at length about how almost anyone – even the most average of people – can work their way towards becoming millionaires.

He speaks in this book how America has the potential to produce one million millionaires each year, for the next complete decade at least. However, his ideas have always been out-of-the-box. One of the things that he has emphatically written about is the importance of network marketing. He has spoken about how economic progress can never be individual and always has to be a collective effort. This is the scenario in which network marketing, or MLM as we know it, completely fits in. These work-at-home businesses that work by employing as many people as possible through a referral system could be very well the solution that the world needs to come out of its economic crisis and help people to be on their way to earning their millions.

Paul Zane Pilzer's ideas have also been commended to be quite effective at turning the average reader (the person who does not consciously think about becoming rich) over. In his book *God Wants You To Be Rich: The Theology Of Economics* he speaks about how the Jewish and Christian religious beliefs actually want their people to be rich and why it must be a constant and concerted effort on part of the average populace. He also speaks about how the wellness industry can be used profitably to become richer in his book *The New Wellness Revolution* and how solutions for insurance can be made more affordable to the common public in *The New Health Insurance Solution*. Both these are hard-hitting issues that directly influence the common citizen, even if they do not implement a planned process for becoming rich.

There is a wealth of economical knowledge to be gained by just reading Paul Zane Pilzer's ideas and beliefs. The idea about multilevel marketing being the thing that would bring economic prosperity to individuals and to nations is definitely of worthwhile note.

# Why Home Business Opportunities Are On A Rapid Rise Today



The recent decade has been a great thrust in the prominence of home business ventures. More and more people are entering into the work-at-home businesses that are advertised online, even leaving their "safe" desk jobs. Naturally, the word "safe" seems to have a new meaning in today's times. While corporations are firing their staff in the thousands, office jobs are no longer being considered safe and secure, especially for the people who have entered into their careers within the last 5 years. Like in everything else, people are considering it much more secure to take the reins of their professional lives in their own hands.

Concurrently with this trend, the popularity of the Internet has also increased manifold in the last decade. No longer is the Internet just a channel for seeking information, but today it has become the world's largest marketplace where the customers are not restrained to a single geographical area. It is through the Internet that enterprising people are marketing one of the most revolutionary

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business concepts that the world has seen in the last twenty years – that of network marketing or MLM, as we better know it.

The premise looks simple. People have to convince other people to join a network under them and have to make efforts at selling products along with the network. There are two main targets in MLM – to build the network and to sell the product. Both are seemingly simple tasks, at least simple enough to warrant the large scale exodus of people from their cushy office jobs to the cushier world of online marketing. People earn here through commissions of the products and also through the referrals that they make. Hence, the larger the network they have, the better they stand to progress in this venture. That does not seem to be a problem either and there are enough MLM millionaires around to convince people to get into online businesses.

The trend is not just of MLM but of other online businesses too. However, the share of multilevel marketing in the overall quantum of online businesses is so large that it is enough if we stick to speaking about it. After all, the marketing concept for online businesses always remains the same. What is different is the concept. However, since the multilevel marketing concept has existed in the world even before the Internet took hold, there is no consternation about its veracity or applicability to today's citizen too.

The idea of working at home is catching on and people are entering into network marketing in droves. This will stay a while; it is best to lunge forward and seek the benefits of this global opportunity while it is still in great demand.

## 3 Reasons Why MLM Is The Best Channel For Selling Health And Wellness Products



Various markets have already been tapped by the network marketing world and success has been achieved almost everywhere. But the most notable success with MLM business has been in the respect of the cosmetic industry and the health and wellness industry. Especially for health and wellness products, the reach of MLM in promoting and selling them has proved to be spectacular.

There are three main reasons why there has been a spurt for the health industry in multilevel marketing and vice versa. Here we speak about them.

*People can be Much Better Convinced to buy Health and Wellness Products through Referrals*

All these glitzy advertisements about health and wellness products are fine, but the fact is that they do not bring enough buyers. The reason is that people are very careful about what they use for their own bodies. They will not use a product

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just because it is highly advertised and not even because its only claim to fame is that it comes from a well-known company.

However, if another user were to recommend the product to them and explain it to them in detail, the chances of purchasing the product would increase drastically. In MLM, there are no advertisements used. The only advertisements are the verbal recommendations of people in the network. This is definitely the right match then.

### ***People are becoming Better Aware of Health and Wellness Issues***

**This is not to say that earlier people weren't conscious about health problems but in today's times there has been a better medium for creating awareness among the general public. For instance, now people know more about preventive measures which were lacking in the eighties, so to say. That is the reason people are using more products in order to protect themselves from further problems. At the same time, awareness of issues such as weight control, skin care, etc. have come to the fore now. These are two of the commonest products that are sold through multilevel marketing ever since the concept caught on.**

### ***The "Go Green" Movement has become Popular***

**People are more conscious about the planet and want to be as natural as they want. This is a very wide area of discussion but one of its repercussions has been on the pharmaceutical industry. People are not quite accepting of these products anymore. On the other hand, the natural herbal products, which are widely sold through multilevel marketing, seem to be much more appealing. This has directly propelled the popularity of health and wellness products through multilevel marketing.**

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These are the prime reasons why network marketing pays such great attention to these wellness and health products. They are their biggest share of business and certainly merit great attention.

# Why MLM Is A People-Help-People Industry



Several business concepts have been introduced in the last quarter of the 20<sup>th</sup> century, but most of them did not live to see the turn of the millennium either. However, one concept that not only stood the test of the times but is also blossoming with each passing day is that of network marketing, alternatively known as multilevel marketing (MLM). When any business idea becomes a success, it causes a ruffle among the analysts to ponder over the reason of its success. So what have these analysts found out about MLM? Why is this concept flourishing today and how long is it predicted to last?

History has shown us that the only business ideas that last are those that have at least some strain of philanthropy about them. If you consider multilevel marketing at length, you will begin to see that this idea is a socially benefiting idea in more ways than one. In other words, it is a concept that helps people to help other people. In these difficult times, this is definitely the need of the hour. It is because of this mutual benefit that MLM creates that it has become such a success.

Multilevel marketing works through recommendation. In this business, a person will first use a particular product and then recommend it to others. In fact, some MLM companies allow potential members to first use their products and then

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decide whether they would like to join the network or not. Hence, it can be safely said that the products that are sold through MLM are only those products that the networkers believe in. This assures quality products for buyers. Such marketing is definitely more people-oriented than the uni-dimensional advertisements canvassed by companies who put forth only their own point of view about the product.

Also, the products are available at highly cheaper rates. This is because the only advertisement involved here is the word-of-mouth publicity done by the referrers.

But the greatest reason why MLM is a people-help-people endeavor is because it gives a highly meritorious opportunity for people looking at working from home. It improves their income drastically. As these members join the network, they will bring in more members. This will pay them commissions and set their ball rolling. On the other hand, the new members will get a business opportunity out of which they will make money too.

Think about it – the MLM business plan is one of the few plans in the world where everyone is benefited. This includes the referrer, the referred as well as the buyer who is not in the network. To all outward seeming, network marketing is a foolproof business opportunity that spells profits for everyone involved. It comes as no surprise that it is one of the most popular activities today.

# How You Can Get Started Right Away With Your Own MLM Business



There should be no consternation about the fact that multilevel marketing can make you the next millionaire and help your network become the next trillionaire. It is quite possible, provided the right methods are implemented and the right efforts are put into the business. However, the thing that is most important right now is to make a start with complete conviction. So, how does one make the start?

The way to begin with your own multilevel marketing business is to find someone to refer you. You have to begin by joining into someone's downline, of course, because multilevel marketing is all about expanding networks. You will find several people to refer you into multilevel networks, including the person who gave you this very eBook that you are reading. Or, just Google for network

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marketing and multilevel marketing and you will be sure to see tons of businesses floating about.

The trick is in choosing the right MLM for you. Spend time to research on the business concept of each multilevel marketing idea that you find. See what products they are selling. Do they convince you? Will you be able to convince other people to buy these products? Also, remember that you will have to refer other people. Hence, the compensation plan is important. This is not important just for you, but it is important to make you able to convince other people. Check if the plan is really commensurate with the amount of efforts you are putting in.

Other things to check include the reputation of the company, its size, the geographical location of its office if it has one, etc. Make yourself thoroughly convinced with the idea before you take in the plunge and join the network marketing bandwagon.

The best way to begin is, surely, by contacting the person who gave you this eBook. Communicate with them about their own business plan and see if it is something that you would like to go ahead with. Probably you will have some doubts. Feel free to ask them about it and get your answers. It is a good idea to speak verbally with this person so that you are both better acquainted with each other.

You will start as a member within the downline of this person if you go ahead with it. Soon, you will learn how to bring in your own members and will be an unshakeable part of the MLM network. Happy network marketing!

# How Multilevel Compensation Plans Are Helping These Businesses With Their Next Trillion



The reason for the great success that multilevel marketing has achieved today is because of their rock-solid compensation plans. In other businesses, there is a hierarchy of profits, but that is clearly absent in multilevel marketing. In MLM, whatever progress a single member achieves rubs off on everyone else in the network. Consider a conventional business. An employer is always skeptical of training his or her employees in such a business because there is always the apprehension that the employee will turn out to be more efficient than the employer and then break away. The employee is always a risk because he or she can become a competitor at any time. However, this scare does not exist in multilevel marketing. Here, the employer (the MLM leader) will want his or her downline to progress and become more and more efficient, because that is where the entire profit base lies.

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Know why this happens? It is because of the foolproof method in which MLM compensation plans are laid out. The onus of the MLM businesses lies on building networks. The people in the lower arms of this network will fetch commissions for the members in the upline. The more a member in the downline works at bringing more members, the more profit there is for everyone.

Let us consider a simple equation to understand this better. Suppose A is an MLM leader who has three people in his immediate downline. Let us name them A1, A2 and A3. Now, let us assume each of these bring three members more into the network. A1 brings A11, A12 and A13; A2 brings A21, A22 and A23 and A3 brings A31, A32 and A33. See how in the second downline level itself there are nine members already. Imagine this chain continues up to the fifth level, with each member bringing in three more members. So, how many members would be there? Check out the chart below:-

|                |                     |
|----------------|---------------------|
| MLM Leader =   | 1                   |
| First Level =  | $1 \times 3 = 3$    |
| Second Level = | $3 \times 3 = 9$    |
| Third Level =  | $9 \times 3 = 27$   |
| Fourth Level = | $27 \times 3 = 81$  |
| Fifth Level =  | $81 \times 3 = 243$ |

So, in five levels, there are already  $3 + 9 + 27 + 81 + 243 = 363$  members, excluding the MLM leader himself.

Just by recruiting three members and inspiring them to bring three more and so on and so forth, the MLM leader A stands to gain commissions of 363 members! And if you continue this to seventh or the ninth levels, the results could be mind-blowing!

The success of the network depends on the downline. In this people-help-people business, it is the lower rungs of the network that really matter, which needs to keep growing. All MLM compensation plans are directly proportional to the

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number of members in the network as they keep on paying commissions to the upward members.

Considering that the network will only keep on growing – with some members bringing in more members than others – it can only be imagined what kind of super-strong income can begin flowing into the network. Understanding MLM compensation plans makes it amply clear how these businesses can earn trillions and that too will be within reasonable limits.

# Why The Next Trillion Wave Is Coming Soon



Even in the times of global economic insecurity, people are quite hopeful that matters will tide over soon. New business plans are being implemented in their dozens even as we speak. But it is definite that the recession will end soon because there are some strong business plans that have already swung into full hyper-drive. One such is the MLM plan. Though this has always existed, since the 1980s at least, it is now that more and more people are realizing that MLM is what can take economies to their next trillion and solve various problems that are plaguing societies.

It is not wrong to say that multilevel marketing plans are bound to be successful if they are planned out nicely at the outset. The first reason is that people are becoming more accepting of these products since they are referred to them on a first hand basis and by people who have actually used the product. Products such as those of the health and wellness industry, cosmetics, consumer durables, electronic goods and various lifestyle products, etc. are finding great favor in multilevel marketing. People are enjoying the fact that they can use these products and then recommend them to others and gain commissions out of it.

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However, this is the benefit on a personal level. While speaking of a single person in the MLM network, it is difficult to understand how these recommendations and commission plans can bring in trillions. But, the fact is that it is highly possible to bring businesses closer to their trillions through network marketing.

It is the principle behind multilevel marketing that can make this happen. Even if you go by the simplest form of multilevel compensation plans, i.e. the binary plan, you can understand this. In a binary compensation plan, each person in the MLM network brings in only 2 more members. Then those 2 will bring 2 more each and so on. If this goes on for 10 levels, there will easily be 1024 members in the network plus the MLM leader, which makes it 1025. This is a very simple target to achieve, but the commissions that come in through this are really great. Each member will get the commissions of the sales made by the downline members while the MLM leader stands to gain the highest value in commissions. The earnings will depend on what the company is paying out as commissions, but it can be very well seen how huge these earnings can be!

This was the most ideal situation though. MLM businesses generally do not restrict how many members one can bring into the network. If each member brings in up to 10 members, there could be 10 million members at the seventh level! Yes, theoretically it is possible. Practically, people strive to achieve this. But the truth stands – MLM does have a potential to create trillion turnover businesses.

## How To I Get Started?



There are several factors that decide the successes of multilevel marketing businesses, but one of the most important factors here is the kind of product that will be sold through the network. All businesses have to have tangible and substantial benefits for their members and this cannot be possible without putting a substantial product first. The reason why pyramid schemes failed and were even highly criticized by economic experts and governments alike was that they did not have any product to sell! They worked merely on a subscription system which was super-flawed to begin with. So, the truth is that the success of multilevel marketing lies in the kind of product that the business sells.

The most popular MLM products today are health and wellness products. People like the fact that these products come with verbal references when they are sold through multilevel marketing, and from people who have used them. Also, MLM businesses typically select green health and wellness products to sell which is a good idea because people have become a lot more environment- and body-conscious than they were in the past. See the growth of Herbalife and you will

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understand what kind of scope health and wellness products have in multilevel marketing, and vice-versa.

Consumer durables earn a worthy nod in MLM too. Companies like Amway and Tupperware have become trillionaires through selling these consumer based products. These are simple products that you will use in your home but are products that are not easily available elsewhere. There is some specialty about them that makes them more useful. Such products are recommended through MLM networks to people that they know and are usually sold in significant amounts. Another notable thing here is that these products are never priced too highly, because that would deter common people outside the network from buying them.

Similarly, small and inexpensive electronic goods are interesting MLM products. People do not mind spending a little on an electronic item that spells some utility for them and does not cost much. Even products that are unpatented and contain some kind of improvisation of an existing product can be sold through MLM. The convincing power of the seller is of paramount importance here, but on a general observation, there is never any lack of convincing power among MLM members.

The qualities of any MLM product are that they should have some kind of innovation, must be packaged nicely and must not cost the earth. People are willing to try out new products if these qualifications are met. And the success of MLM does lie in making these products suitable to the consumer so that the sales are high throughout the network, thus bringing in those whirlwind profits.

The key is to choose the right partner and get started right away!

## Conclusion

It's time go get this engine going and get started right away.

Are you going to take action and tell your grandchildren how you took advantage of the trillion wave or will you just sit by and justify to your grandchildren why you missed it. The choice is yours.

To Your Success!

Alex Major

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