

# THE REAL SCOOP!

By Alfred Shea

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The Big Co-op <http://www.sixfigureincomeclub.com>

I am calling this 'The Real Scoop' because I am going to share with you the no-hype, insider information on what is commonly referred to as...

Network Marketing, Multi-Level Marketing, Referral Based Marketing, MLM.

It has many different names and comes in many different forms, but the reason for this Free Report is to find out WHAT it is and HOW it can work for you.

First, here is an inside look at why a successful and well respected company decided to distribute its products through this revolutionary concept. Then, there are several other excellent, generic resources on the Internet to find out more about Network Marketing.

### Why Network Marketing?

(A specific look at why a very well respected and successful company chose Network Marketing to distribute its leading edge products.)

When Big Co-op decided to market their products to the world, the focus became 'HOW?' With the changing economic landscape, traditional methods of distribution simply don't work anymore. Not just Big Co-op but thousands of major companies are starting to use 'systematized word-of-mouth advertising' to promote their products. Why?

Manufacturers today want to get their products into the hands of as many people as possible as quickly as possible. Consumers today are fickle and convenience is paramount.

For young growth companies without brand-name recognition, this may require millions of dollars of constant advertising. Further profit-margins are shrunk by the layers of traditional distribution (jobbers, wholesalers, retailers, etc.) each who want their cut of the profits while adding zero value to the finished product. Add in the uncertainty of fierce competition and the landscape becomes rather bleak.

But by utilizing network distribution, the game changes. The manufacturer focuses more resources into product quality and creates a wholesale pricing structure. The distribution is

handled by the distributor field, which is potentially thousands of mini-franchisees with large-scale geographic penetration. This partnership of the Manufacturer and its Independent Distributors is mutually beneficial. The company slashes huge amounts of its budget from its traditional sales costs. The company doesn't have to advertise anymore because its distributors do it for them through word of mouth. And where do all the millions of dollars saved go? To the distributors of course! They get rewarded for talking about the products with commissions and royalties.

It sounds simple, but in reality it is a complex business structure that literally moves billions and billions of dollars in goods and services around the globe. Today network marketing is taking place in more than 125 countries around the world. What is the appeal?

Networking isn't a job. It's your own business. You are the CEO of your own distribution company. Each and every other distributor who is enrolled in your organization has the same title.

Big Co-op's products are moved through an army of 'volunteers'. You set your own hours, your own dress code, you work where and when you want to work. You have no quotas and no supervisor. These are the benefits of having your own distributorship!

Building your business can be done part-time successfully. In fact, over 90% of distributors are part-time. You don't have to go door-to-door. Big Co-op provides the tools necessary to build your organization, both across the street and across the world! You don't require any smooth salesmanship - the products and information are shared on a 'Try it, you might like it!' approach.

Unconditional money-back guarantees are how you attract and keep lifetime customers. Your own network marketing business can be successfully started for less than \$500 and has the potential over the following years to create lifetime streams of passive residual income.

You can travel and build a business. There is no ceiling on your income.

For even more information I highly recommend the following three generic resources:

- The MLM Free Training Course

<http://www.mlmsuccesstips.com/course.html>

A 7-part training course that you can have for FREE.

It will shave months off of your learning curve and help you make more money faster in your MLM business.

- The Profit Clinic <http://www.profitclinic.com/MLM/>

Hands down the best generic online resource for Network Marketers is John Profit's 'Profit Clinic'. He has a website that gives more concrete, real life examples of what it takes, means, and is required for MLM success.

- VisionPRO MLM E-Training <http://www.lostandfind.com/visionpro/>

Brought to you by Kevin Wilke. It strives to provide quality, timely, and top-notch training for the subscribers of this

free ezine. Browse the site and read past issues, articles, interviews, check out the bookstore, and be sure to subscribe to the ezine so it can appear in your in-box every Friday.

Then, for details on the specifics of the lucrative opportunity with Big Coop:

I hope this provided you with an excellent overview of Network Marketing and why it is called the 'People's Franchise' Something that can and has been done by average, below average, and above average people.

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