

5 Compelling Reasons to Choose a Wellness Opportunity

By Priya Shah

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I actually have two separate online businesses - 1. Selling wellness products and 2. Selling digital information products (eBooks)

Because I can look at things from both perspectives, I often tend to compare the two businesses from the point of view of the "better" opportunity.

But if I were asked to recommend a single business as the best way to make a living online, the Wellness Business would win hands down.

And no, I didn't choose it because its easy. On the contrary, selling health supplements, vitamins and related products online is NOT easy.

Not only is there tremendous competition, but it simply can't be done by working two hours a day, as is the common perception.

If you sell wellness products, you have to deal with REAL people. People with human needs and problems.

You must be available in person, or by phone, or at least by email, to clarify doubts, answer queries, be prompt and sensitive to your customers' needs and generally make your customer feel good about doing business with you.

You must also provide constant support, training and leadership to a growing organisation of distributors, and help them grow their business.

This can be extremely time-consuming because few of these tasks lend themselves to complete automation.

A seller of digital products has it somewhat easier. (S)He need not even interact with customers, because everything from product delivery to answering customer queries can run on autopilot.

Digital product sellers can (and often are) literally sitting on a beach while their websites churn out profits.

Given these disadvantages, why would anyone still choose the Wellness industry?

The reason I believe is because ANYONE, regardless of their talent or creativity, can actually make a steady LIVING for a lifetime in the Wellness industry.

And of course, there are a few who even go on to become millionaires.

Here are the reasons why I think Health and Wellness should be the #1 Choice for Entrepreneurs online.

1. Health Products Fulfill a Basic Human Need

Health is a #1 concern for many people - often more important than even sex (also a top seller online) or food.

The lack of health can make you feel... well... lousy. And most people will pay their bottom dollar if they can find something that alleviates their pain or discomfort.

To put it more plainly, NOT buying an eBook will not make much difference to your state of mind or body. But not taking your prescription medication can make you feel very bad indeed.

2. Health Products are Consumable

Unlike digital products that can only be sold ONCE to a customer, vitamins, supplements and prescriptions require monthly re-orders or autoships.

Once people start using them and benefiting, more often than not, they will continue to use them.

If you treat your customers right, they will buy from you month after month, providing you with regular commissions and a more or less stable source of income.

There's usually no need to keep selling to them again and again (barring the obligatory seasonal promotions).

If the products meet their requirements and you give them a good deal and great service, they will give you repeat business for a long time to come.

3. Your Income Grows Exponentially

When selling a digital product (as an owner or an affiliate), your potential for future income actually DECREASES with every sale you make.

Unless you are among the few top marketers who can churn out a new product every month, or can earn more on back-end commissions, your potential for income will always be limited by your creativity.

In contrast, because most wellness opportunities also involve building an organisation, every product sale actually INCREASES your potential for future income, by growing your organisation of customers and potential distributors purchasing every month.

If you help your downline earn a regular income, few will quit the business they have built so earnestly. Again YOU benefit from the RESIDUAL commissions that the organisation provides.

4. Wellness Opportunities have a High Feel-Good Factor

One of the main reasons that I suspect people stick around in the wellness industry is the feel-good factor. It can really make your day when someone calls or writes, telling you how wonderful your products made them feel. Or how it gave them their life back. :-)

Even more than making money, the feeling that you have helped another person feel better is always a strong motivator in working your business.

I've no doubt it feels good when someone who purchased your eBook writes to tell you how it helped them succeed. But I can bet it comes nowhere near the feeling you get when you help someone beat a life-threatening illness or conquer their pain.

5. The Need for Wellness Only Increases with Age

As we grow older, we want to work less and enjoy life more. We also want to live healthier lives and enjoy enhanced community interaction.

Wellness opportunities are ideally suited to seniors because they have the potential to fulfill all their needs, ranging from financial security to improved health and personal interaction.

Lastly, working a wellness opportunity empowers you to take steps to improve your own health and well-being.

And do I even need to reiterate the oft-repeated quote that it will be the next Trillion Dollar Industry?

Priya Shah is the Editor of "Health eBiz," an ezine for Health and Wellness Marketers. Subscribe here to receive information on wellness marketing trends and marketing tips to build your business online <http://www.health-ebiz.com> <mailto:healthbiz@pushbuttonresponder.com>

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