

Are You a "Biz Op" Junkie? Take This Test and Find Out!

By Ron Ruiz

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Seach For The Holy Grail

Are you addicted to "biz-ops" and don't know it? Take this quick test and find out!

Have you ever wondered how many "get rich" plans there are on the internet? I recently did an extensive search and found 9,999,999,999 plans.

O.K. maybe I'm exaggerating a little, but some days I seem to get that many "plans" just in my email box alone! :-)

It may be that I'm exposed to so many because I'm editor/publisher/chief cook and bottle washer for a private membership website where I look for unique proven business ideas to report to my members.

In order to do this, I have to search and sift through mountains of bogus business opportunities (biz ops) to find the hidden gems. It isn't easy to find these gems and unfortunately many wannabe entrepreneurs get "hijacked" during their search for their ideal business.

Let me explain:

Over the years, I've found that most people looking for business ideas generally fall into one of three distinct camps:

- 1) Already Successful-Many of my members are already very successful. They have years of business experience and highly developed skills, but they continue looking for proven business ideas they can adapt for their own use. We all know these kind of people, every business idea they try seems to turn to gold.

2) On Their Way-These are people with no business experience but who are eager to learn. They understand that they will need to invest time, energy, and money to gain the skills and experience to be successful in business. They don't look for a "business in a box," they look for business ideas where they can apply their skills and knowledge. If they stick with it, it's only a matter of time before they achieve their goals.

3) "Get Rich Quick Junkies"- These are the (usually) sensible people who understand that although most good jobs require investments in time, money, and training to be successful, they've been fooled into thinking they can get rich overnight with some "secret plan." Many of them have fallen for MULTIPLE get-rich-quick bogus biz-in-a-box plans, but STILL search for the "holy grail"-the prepackaged plan that requires no thinking, no work, and little money that will make them financially independent, overnight.

They'll ask, "What do you think of XYZ multi-level plan with the double reverse automatic downline builder?" or the "Slick Billy Get-Rich-In-a-Box Infomercial?" It's like an addiction, the same addiction you may have.

I'll be the first one to admit in my early days of wanting to be in business for myself, I fell for a few scams. I was young, naïve and didn't know any better. A few include earthworm selling, network marketing, and chain letters. But my mama didn't raise no fool, after a fairly short time I realized that 95% of all get-rich-quick plans, chain letters, internet malls, and multilevel plans are doomed to failure.

Once I got away from these types of plans, I invested my time and money learning the essential skills of business like marketing, publicity, product development, customer lists, etc. Then I looked for real business ideas where I could apply my skills. This "formula" has enabled me to be self-employed for over 10 years.

Here's How to Tell If You're a "Get Rich Quick Junkie?"

Take this simple test to find out. (NOTE-This is not scientific, just my humble opinion as someone who has made these mistakes but thankfully learned early. It's also based on my dealings and study of hundreds of successful and unsuccessful people).

1) Do you chase after one get rich quick plan after another? How many different "business plans," "infomercials," or "business in a box" plans have you tried in the last year, 2 years, 3 years?

2) Are you now involved in more than one MLM (multilevel/network) marketing plan? How many have you tried

over the years?

3) Are more than 30% of your credit card balances due to purchasing "infomercial courses" "business in a box" and other "biz op" plans?

4) Has your spouse, family members, or "significant other" expressed concern over the number or amount you've spent on "biz ops?"

5) Do your relatives, friends, coworkers avoid you? It may not be your mouthwash :-).

All kidding aside. take a moment to reflect on your answers. Just because you answered yes to one or even two, doesn't necessarily mean you're "hooked," but it could be a warning sign. If you answered yes to 3 or more, you are probably a "full fledged biz op junkie."

If so, there is a "cure" . . .you can be successful, once you give up your addiction.

Here are 5 quick suggestions:

-Stop and evaluate what you are currently doing. If you are currently chasing a get-rich-quick- plan, STOP.

-Don't get involved in ANY new money making plan, network marketing plan, or any other prepackaged plan that promises you quick riches, overnight success, instant downlines, etc., for the next 60 days. (follow this plan and by the end of 60 days you won't want to get involved with these kinds of ventures).

-Take inventory of your own hobbies, interests, and passions. Most successful business people start in a field they enjoy.

-Take whatever money that is available for business (don't borrow) and invest in products and information that will build your business skills in marketing, publicity, product development, etc.

-Research and expose yourself to real people with unique business ideas, rags to riches stories, PROVEN business ideas. You don't have to reinvent the wheel, just learn what other SUCCESSFUL people are doing and apply it to your own interests.

Break the addiction cycle and you'll be on the road to success!

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Ron Ruiz has been successfully self-employed for over 10 years and is editor and publisher of The Business Fastlane. He researches and reports proven and unusual ways people are really making money and how they are doing it.
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