

MLM VS YOUR OWN BUSINESS

The one thing I have learned from 30 years of dabbling in and out of MLM, and even owning my own, is that it's the biggest waste of time. Even the top guys don't stick to it and too many companies either change their marketing plan, product or just disappear. The most successful guy I ever knew in MLM just lost over 200,000.00 to the company he spent the last 5 years building with. At least he made enough to be able to lose that but I feel bad for all the people he talked into joining him.

This is why I got into water and air. I wanted the true residual. Not the kind from sales and purchases from a declining sales force and client base, but something that was solid and foolproof. Fifteen years ago I sold a BelKraft 2000 water purifier to one of my clients. Two weeks ago I dropped off a cartridge to her. About 8 years ago it hit me that the easiest appointment I could get was to bring this cartridge over to this client. Once someone gets used to clean good tasting water they can never go back to the tap stuff.

Add-ons was always my specialty with BelKraft and I perfected many techniques. I remember in 1986 I went back to see many clients for add-ons of china and crystal and in 4 days sold over 32,000.00. (Hard to do this with vitamin bottles or any MLM product for that matter) The problem was that once they had all the china and crystal and all the other products I had to offer, that was it. I was done and that wonderful person who trusted me with her money had no more reason to see me.

Then it hit me. If every one of those clients bought a water or air purifier from me instead of a set of cookware or china my annual income today would be over 300,000. (I wish I knew then. I would have thrown one in with the cookware)

If someone buys a surgical steel water purifier with a 50 year warranty for only 698.00 and is happy with the results and service, they will never throw it away or stop wanting to use it. It would be like your throwing away the waterless cookware you have and start using some aluminum camping crap. You just would never want to.

In 15 years I have only lost 3 water clients and that's because they died.

The 15" Nutri-Tech, which I sell to clients for 999.00, is the best water purifier on the market. I'm not saying this because I sell it. I sell it because it is. Even the Naturopathic College in Toronto uses this system on every floor and kitchen.

So what is a guaranteed residual income? This is when a client buys from you every year without fail. A client that only belongs to you. That has no choice but to go to you for service. That can never be taken from you. The company belongs to you so it will be around as long as you are. And of course having wonderful support from someone like me to help you get the ball rolling.

Besides the guaranteed money, there is the fun in visiting the same people once a year. Wednesday night I have an appointment with Shirley Pigozzo. (See the attachment called 'Here is an example of the sales made to some of my clients in Ottawa') She has been buying from me since '86 but when I see her she not only has a check ready for me for 369.00 for her three cartridges (water, air and shower) but, she'll have a spread of yummy food and my favorite beer in the fridge. I can't begin to tell you the great times and friendship I've made by annually servicing water and air clients.

Do the math. With recruiting and your personal sales skills there will be, without a doubt, enough clients established within ten years that you will have a very comfortable life style on just cartridge residuals. Money that cannot be taken from you. Clients that cannot be taken from you. And in time, you will find that the majority of the calls that come in for people wanting to buy a filter are from people who were referred by your own clients. (Our Referral program is great) For over the last 5 years at least 70% of my new sales are from people who call me because a friend or a family member told them to. (My clients want to try and earn their next cartridge free)

Anyways, I just wanted to let you know how I feel about MLM and how it inspired me to figure out the **true** meaning of residual income.