

# HOME BUSINESS

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Home-Based Business &  
Opportunity Magazine

APRIL 2013

## How to Start-Up a Direct Sales Business

**Prosper** In An Easy-  
Access Multi-Billion  
Dollar Industry. — Pg. 14

**Plus...**

55+ Direct Sales and  
Network Marketing  
Businesses – Table With  
Start-Up Info. — Pg. 22



### **Samurai of Sales:**

Mitch Harris  
on Becoming a  
Samurai of Sales.  
— Pg. 28

### **From Her Basement to Big Time!**

— Pg. 35



**Jennifer Garner**  
on How to Better  
Balance "Life's  
Loads." — Pg. 20



companies *before* you sign on the dotted line. Google prospective companies and see what people have to say. Check with the Better Business Bureau (bbb.org) to see if a particular company has any complaints issued against it. Check with the Direct Selling Association (DSA.org) to see if the company you're exploring has applied for or been approved for membership. Also visit [Directselling411.com](http://Directselling411.com) for information on every aspect of direct sales, from the benefits of direct selling to industry regulation to avoiding fraudulent schemes. Talk to people already aligned with companies you're considering. Go to the corporate website and request information about its business opportunity.

#### Ask Questions

- How much does it cost to get started?
- What does that cost include?
- What additional items will I need to purchase during my first couple of months, (catalogs, literature, additional products, etc.), and what are the additional costs of these items?
- What is the compensation plan for your company, and when and how will I receive payment from the company?
- How will I be trained?
- Do I get a company website, and what's the cost of that?
- Does the company send out a monthly newsletter on my behalf, and what's the cost of that?
- What is the company's host program (if applicable), and is it company funded?
- Who pays credit card processing fees?
- Are there monthly or quarterly sales requirements? What are they?
- Is there an annual renewal fee, and how much is it?
- What's my favorite part of this company?
- What's the company's party average? What's the party average of the person with whom I'm speaking?
- How often do new catalogs come out? (This question tells you a couple of things: how frequently you may need to purchase additional catalogs and literature, and how often you may need to invest in additional products to show customers.)
- Am I expected to travel for training? If so, what's the estimated annual cost to me?

For more info on starting your business, branding and setting goals, subscribe to "Escape from the 9 to 5," IN3's free online magazine here: <http://www.IN3Network.com>. For information on IN3Network's services and events, visit <http://in3network.com/in3-services/>.



You have to decide which direct sales or network marketing program will provide you with your desired level of income, and will suit your requirements.

#### SUCCESS SECRETS TO IMPROVE YOUR DIRECT SALES BOOKINGS

By Barb Girson

One of the most important aspects of running your own direct sales or home-based business is keeping your direct sales bookings up. With consistent sales appointments and successful home parties

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### Creating a Profitable Business:

## How to Become a Successful Personal Concierge

As demands from the workplace increase, people are being asked to sacrifice travel, hobbies, and quality time with their families. To help regain their time and bring balance back to their hectic lives, more and more people are now turning to personal concierges.

But despite a growing demand, the personal concierge industry still has surprisingly little competition. It's a \$1 Billion Dollar Industry, but the competition is so low that *Kiplinger Magazine* recently named becoming a concierge as one of the top 10 work at home jobs, and *Business New Daily* named it one of the year's top 4 great low cost business ideas.

It's undeniable that this industry offers a huge opportunity, but

the BIG question is: "How do I become successful as a personal concierge?"

In our research, we found a GREAT tool for people who are looking to start a personal concierge business, or who are looking to make their current business more successful. It is rightfully called "The Instant Concierge".

The Instant Concierge is a turn-key solution to start a successful concierge business. It gives you instant access to business plans, step by step instructions, and done for you forms, systems, and marketing. It is the most full-service solution we have seen yet, and by far the quickest, easiest and cheapest way to launch a new concierge business.



Kathryn Collett  
Personal Concierge

Best of all, The Instant Concierge System lets you retain 100% ownership of your own company. That means no hidden fees, no consulting charges, no royalties, and no marketing fees.

And with package prices starting at \$39.95, it's a very affordable way to launch your own business. For more information, just visit:

[www.TheInstantConcierge.com](http://www.TheInstantConcierge.com)

"One of Top 10 Low-Cost Business Ideas" — *Small Business Information*

**Start a Direct Sales Business**

Continued from page 17

booked, your direct sales business will grow. To tackle how to keep your sales up and your calendar full of direct sales bookings, here are four success secrets:

**Be Consistent**

While this statement may seem trite, the truth is that many direct sales entrepreneurs need to keep this tenet of sales in the front of

**Getting Started in Direct Sales**

By Chris Benoit

If you want to get into direct sales and get financial freedom, there are some simple tips that you can follow:

- **Make a List of Contacts.** Before any sales can be made, you need to have a list of people to sell to.
- **Advertise.** Word of mouth is great, but posting signs in places like grocery stores gets attention, too. Offer discounts to a person who will host a party.
- **Network.** Share information with people who are also doing direct sales. Others might know of leads interested in different products/services.
- **Be Visible.** Getting a booth at fairs, local outdoor markets, and other events let people get information about the product/service and the salesperson. Advertise on the Internet.
- **Get a Team.** Get a team of people working underneath you. The sales that those people make give them a percentage as well as give you, the recruiter, a percentage. Plus, the more people that you find to work below you, the more money you get from the direct sales company. **HBM**

Christopher Benoit is involved in an online home based business. Visit his Blog @ <http://chrishbenoit.wordpress.com> to obtain the knowledge and tools to prosper in the new Economy. Also visit <http://www.WorkWithChrisBenoit.com>.

## “Research direct sales companies before you sign on the dotted line.”

both head and heart. With the multitude of obligations that they deal with on a regular basis, a system for juggling competing duties is necessary. The importance of keeping the calendar full is key. The more gaps you see in your party bookings, the harder it is to regenerate momentum.

**Make Daily Contacts**

When you uphold that making daily contacts and connections is vital, you will fill your slots for sales appointments and parties. Make sure to convey this professional approach to your customers through your actions and words. They will perceive you as someone who is serious about your business. If you are lax to make daily contacts, you will suffer the stress and financial consequences of inconsistent business. Strive for 5 contacts a day; and watch your direct sales business thrive.

**Appreciate Your Client's Time**

When you reach out to invite someone to book a party, keep the contact focused, friendly, and on point. Pre-plan what you will say, and make some notes about why you are contacting them, what is your compelling offer, and why someone would want to book a home party or schedule a sales presentation with you now. Make sure that during your conversation, you set the stage for business, and mention that you will call later to catch up on personal matters. Don't chat too long about topics unrelated to what you initially contacted the prospect to talk about. While this helps to build rapport, it also undermines your effort, product/service, and profit. Further, it strips professionalism from sales and booking efforts.

**Eliminate Emotion from Rejection**

If you do not track aspects of your business, you will measure your successes by feeling rather than performance. This leads to an emotional sales roller coaster. When sales are up, you feel great. When you get more than a few “no” responses to asking for a direct sales booking, you feel down. However, if you establish a system for measuring your contacts and results, you will identify a base sales closing ratio. Knowing your closing ratio allows you to chart your growth, and identify areas for improvement.

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When you reach out to invite someone to book a party, keep the contact focused, friendly, and on point.

retreats, annual conventions, and teleclass training programs. To sign up for her next FREE sales training teleclass / join her free email list, visit <http://www.MySalesTactics.com> to learn more. Need a speaker for an event? Contact Barb: 614.855.0446.

### USING THE INTERNET TO MARKET YOUR DIRECT SALES BUSINESS

By Deb Bixler

How can direct sales business distributors take advantage of the Internet, a virtually free technology that is present in almost every home in America? There are a few different options.

#### Social Networking

Utilize social network sites such as MySpace, Twitter, or Facebook. Facebook is a favorite of many, as it is so easy to use. Registering for an account is free, and when you register, it allows you to connect with friends, coworkers, old school friends, and many other people. Facebook also respects your privacy and will not allow anyone you do not approve to view your information. Once you set up your account, you are ready to start networking.

#### Direct Sales Fan Page

It is important to remember that on

*Continued on page 54*

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