



QUESTION:

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**Are we Putting the
CART before the HORSE?**

Should we Select a Good HOME BUSINESS first?

-OR-

Good EDUCATION & MARKETING SKILLS + a SYSTEM first?



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Hmmm... Most of us were taught to choose our Home Business FIRST – and then, to simply jump in, and ***“learn as we earn”***.

Failure Rate - Well, some ‘have’ been able to do this successfully - but frankly (and at the risk of offending some companies + upline gurus) - this has been one of the major reasons for the high failure rate and attrition in our great industry, in my opinion.

NO Preparation - As good as some company and/or upline training might be - most who come into this industry (especially as it pertains to building a profitable Home Biz via the INTERNET) - they receive little or no real preparation for what’s required to create a successful future => ideally, good Marketing SKILLS + a good Marketing SYSTEM. More often, it’s sadly, an ongoing case of – ***“the blind leading the blind”***.

In fact - most of the “best” Home Biz education and training - for ONline success in MLM - will come from OUTSIDE the company and/or upline - almost guaranteed.

OTHER Professionals - How many Airline Pilots - or Attorneys - or Surgeons - Electricians - Architects - Teachers - Nurses - Plumbers - or other professionals begin their careers without any training, education, preparation or tools FIRST?

None. Period. Now, when a highly successful 'Home Business entrepreneur' can get positioned to earn "far" in excess of what any of the above earn (and with a lifestyle that includes total 'time freedom' as well) =====> why shouldn't they go through rigorous preparation and get their equipment in place, in order to first, gain the cutting-edge knowledge and the right skills to become successful?

Education & a System - They should - and there are some wonderful places to enroll for such education and to get such systems - especially for ***MLM Online Attraction Marketing*** skills - 'outside' of their own company and their upline resources. Part of the problem is - most Home Business entrepreneurs want to "get going" as swiftly as possible - generating quick cash flow, etc. And yes, that's great, for sure. However, they need to be extremely careful to expand their agenda to "tie in" their training and education

SPONSOR Shopping - It's much the same thing with choosing the right "mentor" in the beginning - someone who will not only "sponsor" them ... but also - coach - encourage - guide and empower them to victory. Many feel too uncomfortable with this approach.

The SEARCH - Most people learn of the benefits of MLM-Network Marketing and feel they need to find the best MLM business opportunity - the best product - the best pay plan - and they will be successful. They spend countless hours researching companies, biz opps, compensation plans etc. - until they find what they "feel" is the BEST of the best for them – the KEY to their financial future.

Often they are "fortunate" enough to get a good sponsor who is somewhat familiar with both OLD school and NEW school marketing. But what often happens is - they may then encourage their new protegee to purchase some *over sold* "Biz Opp seeker" LEADS - as well as suggesting they contact their warm market. Sound familiar?

If their sponsor is even a bit more educated - they may direct their new recruits to get a Blog + a Lead Capture Page (linked it to an Autoresponder) - and start sending people to that Web Page, by "purchasing advertising" - or maybe using "free classified ads". The problem is - many [most] people don't even know how to DO what I just mentioned.

Worse, most uplines are still recommending that their new recruits "contact their warm market" and "share the Biz Opp / Products & Services etc. with their family and friends!"

Pushing DEALS at People - It's a sad fact, that most of the [so-called] TRAINING in the MLM industry is still about "**shoving your DEAL**" at people – instead of providing the right education for them, and getting them into the right marketing system, FIRST – so that they will be ready for success. They'll then have professional skills in - Prospecting - Attraction Marketing - List Building - Self Branding - InterNetwork Marketing, etc.

Because the fact is - this is the NEW AGE of MLM-Network Marketing.

Debt - Again, if their sponsor at least knows a little about Lead Capture Pages and Autoresponders, etc - there could still be another hurdle => they'll soon see that once their ADVERTISING BUDGET runs out - and they exhaust their warm market - they are basically dead in the water.

First Things FIRST - In my opinion, getting involved with any MLM business opportunity BEFORE you get the right Marketing Skills + a good (autopilot) Marketing System (that you create yourself) - is a big mistake. But what about all those nice (ready-made) "cookie cutter" Marketing Systems out there? Well, some of these are Ok "tools", but the best way (in my strong opinion) is to acquire the right knowledge and resources to "create your OWN Marketing System" - one that fully "brands YOU" - one that "YOU have complete control over". We help you accomplish this. I believe it's imperative that we all understand => SUCCESS comes from "within" us - and that all the "outside" tools in the world will never equal what we ourselves, can create (with the right guidance and support).

No - joining any Network Marketing biz "first" - before getting the appropriate skills and a System makes NO sense => it's a recipe for almost certain failure.

Otherwise => it's a little like putting that **CART before the HORSE!** ☺

But What IF? - You may ask - "what if I'm already associated with a good Home Biz [or businesses] - what then?" No matter - just be sure to "tap into" the right sources as soon as you possibly can. Or if you're 'looking' for one - the same thing still applies.

MINDSET - This is a "mindset" thing - and ideally, the right sequence for your progress will lead you to a future filled with greater PROSPERITY!

And this is exactly why I built these sites:

PeterArnoldConsulting.com
HomeBizSuccessFormula.com

(You'll find a lot of detailed business information in these)

