

1,357 Ways YOU Can Make a LOT more Money* than in MLM/Network Marketing

By Jon M. Taylor, Ph.D., Consumer Awareness Institute

*With the possible exception of those at or near the top of a pyramidal hierarchy of tens of thousands of participants – or at the beginning of an endless chain of participants

Some people who get into MLM want to make more money, to secure a more “passive” or “residual” income, or to have more independence or freedom to use their talents than a typical job offers. Many people just need the extra income to support a family, pay for an education, etc. MLM/network marketing is appealing for many reasons. But is MLM the only game in town? Are there better alternatives than MLM/network marketing to meet these varied needs?

For many individuals, nothing in their experience promises so much for so little investment as MLM (multi-level marketing). For a variety of reasons, people needing income seek alternatives to the standard job market. I believe that many people are drawn into MLM simply because they have been approached by someone – and are unaware of the vast array of other income opportunities that are available to them outside the standard job market.

Experienced entrepreneurs know that the best opportunities don’t come seeking you – you must search them out. In doing so, consider not only your interests and passions, but also what you have to offer in skills, natural talents, certification, and how these factors fit with real needs in the marketplace.

Books on small business opportunities are full of write-ups of the latest “hot” businesses of the 90’s. But you will have to research them for yourself. A detailed discussion of the thousands of income options would require a massive research team many years to process – and it would never be finished because entrepreneurs are dreaming up new businesses daily.

Below are some categorical alternatives to the standard job market, which are fairly easy to get into, even from home. Some require a modest investment, and some require specialized training or licenses.

- Computer services.* Anyone who is technically proficient and willing to do some market research can usually find a niche that can be filled in this growing and futuristic field. Hundreds of opportunities present themselves to programmers, systems engineers, networking experts, repair and upgrade specialists – you name it. And of course, anyone can do data entry or word processing from home.
- Internet sales and services.* The Internet opened up the world to entrepreneurs and home workers like nothing before. Online clearing houses of information, specialized product outlets, auctions, and you-name-it are exploding on the Web. It really pays to gain expertise in web technology and resources –coupled with whatever specialized field interests you.
- Home manufacturing.* If you have developed a product that can be manufactured from home, such as clothing or gift items, calls to prospective retail outlets or attendance at a gift or craft show may get you started in business.
- Agriculture-related.* Resourceful growers specialize in niche markets overlooked by major farmers and ranchers, such as mushrooms, exotic fruits, organically grown vegetables, or unusual plants and flowers. Some start in back yards and grow to sizable businesses.
- Repair and maintenance.* While we are moving towards an increasingly high-tech society, persons who are skilled in keeping our computers and other gadgets in working order will always be in demand. Also, more routine maintenance of homes, yards, vehicles, and equipment will always be needed.
- Teaching and consulting.* Anyone who can teach skills or useful information on virtually any subject can sell that information in a variety of formats. Also, experts in a variety of fields offer consulting services on a fee basis. Many teachers and consultants leverage their time by teaching classes or consulting in groups.
- Insurance.* This field is particularly good for persons who want the independence of working their own hours—often from their homes. Successful insurance agents or brokers build up enough commissions from renewals year after year to provide a base of income much more secure than a salaried job can offer.

- Real estate.* While you can work from home, agents are always on call, since buyers tend to look when they are in the mood. The income of agents fluctuates widely, since they are essentially “unemployed” between sales. So two or three major commissions in one month may be followed by no commissions for a couple of months. But hard work and persistence can fill the pipeline of prospects and even out the income stream considerably.
 - Other agency/broker/finder arrangements.* Arrangements vary all over the map, but usually involve representing a company or a client for a fee or commission. Examples would include management search firms, travel agencies, domestic help agencies, collection agencies, contractor referrals, investigative services, and temporary help agencies.
 - Manufacturers representative.* This is a person who can represent manufacturers to prospective retailers and can draw commissions for repeat business from the same customers year after year. Print sales reps also work this way.
 - Miscellaneous independent sales arrangements.* Anyone who can learn to sell will always have work opportunities, regardless of economic class, race, education, age, or sex. The classified ads sections of newspapers are full of ads for people to sell a variety of goods and services. True, many are not very solid and most are for commissions only, but if you talk to enough of them, you might find something that appeals to you. Many sales people work successfully from their homes.
 - Telemarketing.* This field has been dealt a major setback with recent FTC restrictions, but there are still pockets of opportunity within the new rules. But be careful – telemarketing scams abound. So programs sponsored by others, including fund-raising promoters, should be checked out very carefully.
 - Writing and other creative freelancing.* Good writers, artists, and others with creative skills often work at home on a free-lance basis. Not only must you work on your writing skills, but you must develop marketing savvy and nourish contacts that will be vital to your success.
 - Mail order.* Many people are more comfortable buying through the mail than going down to a busy shopping center. Mail order is a lot like fishing – you send out flyers or catalogs and wait to see who will bite. If your returns are good, you use the same bait. Otherwise, you try something else until you find what works. A big advantage of mail order is that it can be operated from home, and the whole family can be involved.
 - Importing and exporting.* Anyone who likes to travel (and preferably speaks a foreign language) can find opportunities to bring products to and from the United States or other countries. This field promises to grow in the coming years as we move towards a world economy.
 - Job, career, and entrepreneurial services.* Frequent layoffs, corporate downsizing, and the move toward temporary hiring and contract work have created new opportunities for some. These include career consultants, outplacement centers, self-marketing coaches, temporary help agencies, resume services, re-training centers, executive and technical search firms and clearinghouses, and services for entrepreneurs.
 - Child or adult day care.* With the growth in number of mothers in the workforce, the demand remains high for day care services. And with the increase in the aging population, adult day care services and home health care is on the rise.
 - Construction.* Persons skilled in a variety of building trades can usually find work on a subcontract basis. Some go on to become general contractors and coordinate the work of many subcontractors to complete both major and minor projects.
 - Franchisee or franchisor.* Any of a large variety of products and services are offered on a franchise basis. Franchises offer an increased likelihood of success because the franchise package has been proven elsewhere, often in hundreds of places. If you are resourceful enough to develop a successful business that could be duplicated elsewhere, such as a novel restaurant, you can package it and franchise it to others.
 - *Buying an existing business.* This option removes a great deal of uncertainty for inexperienced persons seeking to get into a business of their own. Sometimes the seller will stay with the buyer long enough to train the buyer thoroughly in all aspects of the business, substantially reducing the risk of failure.
 - Other.* Our list of income alternatives could go on and on – wholesaling and retailing, vending machines and services, pet care and grooming, health care and other professional services, advertising and public relations, catering, decorating, etc.
-
- As you can see, we are really only limited by our creativity, skills, and resourcefulness. At the very least it's safe to say that MLM is not the only game in town.

Why we can safely say that so many income opportunities beat the odds of profiting in MLM/network marketing

If you have read the research that has been done recently on the profitability of chain selling programs (MLM, network marketing, 2-ups, etc.), you know that at least four separate independent investigations demonstrate that chain selling is a losing proposition for nearly all participants. To review this research in more detail, go to –

www.mlm-thetruth.com

If you eliminate those at or near the top of a pyramidal hierarchy of tens of thousands of participants – or at the beginning of an endless chain of participants – nearly all of the “downline” of participants (approximately 99.9%) lose money – after all expenses are subtracted, including “incentivized purchases” necessary to qualify for commissions or to advance in the scheme. The exceptions are the TOPPS (“top of the pyramid promoters”), who may make millions! (For more history on how these conclusions were derived by the principle researcher, see Appendix A.)

Since nearly all MLM participants lose money, it is not difficult to come up with a list of income opportunities that are likely to be a lot more profitable than MLM. Here are some examples:

- Gambling in Las Vegas
- Selling pencils on a street corner
- Babysitting
- Walking the neighbor’s dog
- Mowing lawns
- Delivering newspapers
- Using a metal detector to find coins in vacant lots
- Searching garbage for aluminum cans that can be sold for recycling
- Begging
- Et cetera
- Et cetera

But let’s get serious.

Before the Internet became popular, I drafted a proposal for a book on how to find or create an income opportunity that is tailored to the needs of the person seeking the income source. A publisher was enthused about the project, but I got busy with other things and set it aside. Now – especially with the number of online business opportunities that are literally exploding - it is time to take another look.

I did a Google search to see what might turn up and was astounded at the options. (Of course, many are duplicate pages on the same sites – and a huge percentage are MLM’s):

- When I entered “Income Opportunities” the search yielded 1,470,000 listings. That’s *1.4 million!*
- “Home Business Opportunities” yielded 1,150,000 listings. That’s *1.15 million!*
- “Business Opportunities” yielded 86,800,000 listings. That’s *over 86 million!*
- “Entrepreneurship” yielded 112,000,000 listings. That’s *112 million!*
- “Work from Home” yielded 4,230,000,000 listings. That’s *4.2 trillion!*

Somehow I don’t feel inclined to do a thorough analysis of all of these. But on the coming pages, let’s take a look at some listings of what might be considered legitimate income opportunities (Some would require considerable research before proceeding). Much of this information – and much, much more – can easily be obtained from a search of the Internet and/or from books available through Amazon.com and other sources.

Lists of business opportunities from “500 Businesses You Can Start”
(Adams Businesses You Can Start Almanac. For descriptions of each business, consult the Almanac. See reference at the end of the list.)

81 Businesses You Can Start With Under \$1,000

Airbrush Artist	Literary Agent
Animal Registration/ID Services	Magician
Apartment Preparation Service	Makeup Artist
Arts Festival Promoter	Mall Promotion
Athletic Recruiter/Scout	Merchandise Demonstrator
Auction House	Mobile Book/Magazine Distributor
Auto Paint Touch-Up Professional	Mortgage Loan Broker
Automotive Loan Broker	Motor Vehicle Transportation
Band Manager	Movie Site Scout
Bankruptcy Services	Multilevel Marketing
Bar tending Services	Mystery Shopper
Barter Systems	Notary Public
Blade-Sharpener Service	Nutrition Consultant
Boardinghouse Operator	Packing/Unpacking Service
Book Indexer	Parapsychologist
Bounty Hunter	Party Planner
Cake Decorator	Personal Instructor/Fitness Trainer
Calligrapher	Personal Menu Service
Candle Maker	Personal Shopper
Caning Specialist	Pet Psychologist
Cartoonist	Private Tutor
Child Care Referral Service	Professional Organizer
Childbirth Instructor	Real Estate Agent/Home Researcher
College Application Consultant	Reminder Service
Comedy Writer	Roommate Referral Service
Commercial Plant Watering Service	Scanning Service
Coupon Distributor	Silk Flower Arranger
Doll Repair Service	Storyteller
Etiquette Adviser	Stress Management Counselor
First Aid/CPR Instructor	Taste Tester for Food Companies
Garage Sale Coordinator	Toy Cleaning Service
Genealogical Service (Family History Writer)	Vacation Rentals Broker
Gerontology Consultant	Wellness Instructor
Graphologist	
Handbill Distribution	
Handyman Network	
Home Schooling Consultant	
Horse Trainer	
Hospitality Service	
Ice Sculpting	
In-Home Mail Service	
Incorporation Service for Businesses	
Jewelry Designer	
Knitting/Crocheting Lessons	
Lactation Consultant	
Laundry/Ironing Service	
Law Library Management	
Lawn Care Service	

136 businesses you can start with \$1,000-\$5,000

Abstracting Service
 Accountant
 Adoption Search Service
 Advertising Sales Representative
 Alterations/Seamstress Business
 Arbitration Service
 Art Broker/Corporate Art Consultant
 Association Management Services
 Audio Recording for Trade Show and Seminars
 Auto Maintenance
 Background Music Leasing
 Boat Maintenance/Cleaning Service
 Book Binder

Book Packager
 Bookkeeping Service
 Bridal Consultant
 Broadcast Sales/Advertising Broker
 Bulletin Board Services
 Business Broker
 Buyer's Information Service
 Calendar Service
 Carpet/Upholstery Cleaning
 Chimney Sweep
 City Planner
 Clip Art Service
 Clipping Service
 College Internship Placement
 Color Consultant
 Commercial Actor
 Commercial Photographer
 Conference Call Facilitator
 Construction Management Services
 Consumer Researcher
 Cooking Class Instructor
 Counselor/Psychologist
 Credit Cardholders' Service
 Credit Card Merchant Broker
 Credit Consultant
 Dance Instructor
 Data Retrieval Service
 Day Care Service
 Desktop Publisher: Community-Based Coupon Books
 Direct Marketing/Sales
 Disability Consultant
 Dog Trainer
 Economic Development Consultant
 Emergency Response Service
 Employee Harmony Consultant
 Environmental Consultant/Contractor
 Factory Locating Consultant
 Fan Club Management
 Farm-Sitting
 Farmer of Fruits or Vegetables
 Feed Consultant/Broker
 Financial Aid Consultant
 Flea Market Organizer
 Food Delivery Service
 Food Item Manufacturer
 Food Manufacturing Consultant
 Forensic Consultant
 Freelance Writer/Editor/Illustrator
 Fund-Raising Firm
 Government Contract Consulting
 Grants/Proposal Writer
 Herb/Flowers Farming
 Image Consultant
 Interior Designer
 Internet Marketing Specialist
 Interviewer
 Invention Consultant/Broker
 Investment Broker/Club
 Jewelry/Clock/Watch Repair
 Labor Relations Consultant
 Licensing Agent
 Liquidator
 Lobbyist
 Manufacturer's Representative
 Massage Therapist
 Medical Management Consultant
 Meeting Planner
 Meteorological Consultant
 Mobile Hair Salon
 Money Broker
 Motivational Speaker
 Mover
 Murder Mystery Producer
 Newspaper Delivery Service
 Oil and Gas Field Services
 On-Line Job Search
 On-Line Services Consultant
 Paralegal
 Parenting Specialist
 Payroll Administrative Services
 Personality Analysis/Testing Service
 Personalized Check Service
 Personnel Safety Consultant
 Pharmaceutical Returns Consulting
 Political Campaign Management
 Pollster
 Printing Broker
 Product Developer
 Profit Sharing Plan Consultant
 Property Management Service
 Recreation Activities Consultant
 Recycling
 Referral Service
 Relocation Consultant
 Respiratory Equipment Repair
 Resume Service
 Retail Bakery/Specialty Food Store
 Retirement Planner
 Reunion Organizer
 Sales of Novelty and Promotional Products
 Seamstress/Alterations Business
 Secretarial Service
 Software Conversion Service
 Speechwriter
 Standardized Test Preparatory Services
 Stenciling
 Stenography Service
 Systems Integrator
 Taxidermist
 Time-Management Specialist
 Trademark Agent
 Translation Services

Travel Agent
 Tree Service
 Tropical Fish Servicing
 Upholsterer
 Vending Machine Owner
 Venture Capitalist
 Water Pumping Service
 Window Treatment Specialist
 Window Washing Service
 Wood Splitter
 World Wide Web Home Page Creator

**149 businesses you can start with \$5,000-
 \$15,000**

Accident Reconstruction Service
 Acoustical Services
 Advertising Agency
 Agricultural Marketing
 Ambulatory Services
 Animal Broker/Dealer
 Archaeological Services
 Art Restoration Services
 Art/Photo Representative
 Auditing Specialist
 Auto Swap Meet Promotion
 Automobile Window Stickers
 Automotive Detailing
 Automotive Marketing and Training Services
 Balloon Delivery Service
 Bicycle Rental
 Boudoir Photography
 Bridal Show Promotions
 Business Plan Writer/Packager
 Career Counselor
 Carpet Installation
 Casting Director
 Classified Advertising Newspaper
 Coffee Bar/Tea Salon
 Collectibles/Memorabilia
 Collection Agency
 Computer Consultant
 Computer Maintenance Service
 Computer Software Sales
 Computer Trainer
 Construction Services
 Corporate Insurance Broker
 Corporate Trainer
 Cost Reduction Consultant
 Database Consultant
 Dating Service
 Decks/Outdoor Furniture
 Designer/Retail Items
 Doula/Midwife
 Draftsman/Blueprinting Service
 Drive-by Broadcasting

Efficiency Expert
 Electrical Contractor/Electrician
 Employee Benefits Consultant
 Executive Search Firm
 Expert Witness
 Fabric Coverings
 Fax-on-Demand Service
 Financial Planner
 Firewood Service
 Fisherman
 Franchise Idea Center
 Furniture Refinisher
 Gardening Consultant
 Gift Basket Business
 Graffiti Removal
 Graphic Designer
 Greeting Card Sender
 Hauling Service
 Herbal Products Distributor
 Home Entertainment System Service
 Home Office Consultant
 Human Resource Services
 Incentive Programs/Promotional Material
 Information Consultant
 Insurance Agent
 Inventory Control
 Invisible Fencing Sales/Installation
 Irrigation Services
 Job Hot Line
 Lead Exchange/Business Networking Service
 Legal Cost Control/Litigation Management Services
 Lie Detection Service
 Lock Box Service
 Locksmith
 Maid Service
 Mailing List Service
 Management Consultant
 Manicurist
 Market Mapping Service
 Marketing Consultant
 Mediator
 Medical Claims Processing
 Medical Products Manufacturer
 Medical Transcriptionist
 Middleman
 Mini-Blind Cleaning Service
 Mobile Disc Jockey Service
 Modeling School/Agency
 Money Order Service
 Monogramming Service
 Motion Picture Research Consultant
 Networking Services
 New Product Researcher
 Newspaper Features Syndicate
 Noise Control Consultant
 Office Equipment Leasing
 On-Line Internet Researcher

Outdoor Adventures
 Packaging Consultant
 Paging Services
 Patient Gift Packager
 Personalized Children's Books
 Pet Breeder
 Pet Grooming/Care
 Photocopying Service
 Political Marketing Consultant
 Portrait Photographer/Artist
 Private Detective/Intelligence Specialist
 Public Pay Phone Services
 Public Relations
 Public Speaking Consultant
 Rare Book Dealer/Search Service
 Real Estate Appraiser
 Recreational Coupon Distributor
 Remanufacturing:Laser Printer Cartridges
 Rental Business
 Residence for the Elderly
 Restoration Services
 Rubber Stamp Business
 Sales Trainer
 Security Systems Consultant
 Seminar (Speakers) Service
 Shipping/Customs Consultant
 Short-Term Auto Rental Service
 Sightseeing Excursions
 Small Business Consultant
 Snow Plow Service
 Software Development/CD-ROM Packaging
 Software Engineer/Programmer
 Surveyor
 Talent Agency
 Tax Preparation Service
 Technical Writer (Documentation and On-Screen Text)
 Telecommunications Consultant
 Telemarketing Service
 Television Program Distributor
 Textile Broker
 Theatrical Lighting Service
 Traffic Control Consultant
 Used Boat Sales
 Used Computer Sales
 Used Industrial Equipment Sales
 Vacuum Cleaner Repair
 Video Transfer Service
 Water Quality Services
 Wilderness-Based Therapeutic Programs
 Word-Processing Service
 Workers' Compensation Consultant

58 businesses you can start with \$15,000-\$40,000

Aerial Applicator
 Antiques Dealer
 Architect
 Art Gallery
 Automotive Parts Rebuilder
 Banquet Facility
 Biofeedback Therapist
 Boat Operation Instructor
 Building Maintenance Service
 Bungee Jumping Instructor
 Business Form Sales and Service
 Catalog Retailer
 Caterer
 Child ID Products
 Computer-Aided Design (CAD) Service
 Computer Composer
 Computerized Special Effects Designer
 Concert Promoter
 Consulting Engineer
 Damage Restoration Service
 Desktop Publisher
 Digital Imaging Service
 Educational Product Development
 Employee Leasing
 Entertainment Directory Publisher
 Fish Restocking
 Floral Shop
 Health Centers for Corporations
 Home Inspector
 Horse/Cargo Trailer Service
 Hot Air Balloon Rides
 Importing/Exporting
 International Business Consultant
 Landscape Designer
 Lawyer
 Mail-Order Computer and Component Sales
 Message Retrieval Service (Answering Service)
 Mobile Car Inspection/Repair
 Mobile Paper-Shredding Service
 Motor Vehicle License Bureau
 Multimedia Service
 Nanny Service
 Occupational Health Care Services
 Outplacement Services
 Overnight Delivery Service
 Paramedical Services
 Pest Control Service
 Pet Taxi Service
 Pool Maintenance
 Power Wash Service
 Recording Studio Rental
 Television Repair
 Ticket Broker
 Transportation Provider (Limousine/Van)

Videotext Service
 Voice Messages Service Center
 Voice-Activated Home Automation
 Winery

77 businesses you can start with \$40,000+

Air Charter Service
 Arcade/Party Rentals
 Assembly Work
 Audiobook Producer/Distributor
 Automotive Testing Equipment
 Bed & Breakfast
 Beer Brewery
 Boat Tours
 Canoe Livery
 Car Wash
 Child Development Center
 Coin-Operated Laundry
 Color Separation and Film Assembly Services
 Commodities Broker
 Creative Arts Day Camp
 Custom Embroidery
 Day Spa
 Demolition/Wrecking Contractor
 Diaper Service
 Distributor
 Drug Testing Service
 Dry Cleaning Service
 Earthquake Products/Services
 Fiber Optic Transmission Systems
 Fitness Rental Equipment.
 Framing Service
 Franchisee
 Freelance TVProducer
 Funeral Home
 Geologic Drilling Service
 Ground Water Assessing
 Health Club
 Home Health Care Service
 Indoor Playspace
 Instant Signs
 Key Control Systems Manufacturer/ Distributor

Leak Detection Service
 Long-Distance Phone Services
 Machinery Rebuilding/Repair
 Mailbox Rental Service
 Manufacturer of Licensed Products
 Manufacturer of Self-Adhesive Printed Labels
 Manufacturer/Retail Item
 Map Publisher/Distributor
 Messenger Service
 Miniature Golf Course
 Musical Instrument Leasing
 900-Number Service
 Pilot/Flying Lessons
 Pinball/Electronic Game Arcade
 Prefab Home Sales/Construction
 Professional Diver
 Real Estate Investor
 Repair Service
 Resale Shop
 Restaurant
 Restaurant Equipment and Supplies
 Retailer
 Satellite Equipment/Systems (Wholesale)
 Shipping/Freight Forwarding Service
 Specialty Paper Producer/Distributor
 Sports Equipment Sales/Service
 Stock Photo Service
 Storage Service
 Tanning Booth Operation
 Taxi Service
 Temporary Employment Agency
 Tow Boat Operator
 Trophy/Engraving service
 Trucking Broker
 Uniform Service
 Used Car Leasing
 Video Production Company
 Video-on-Demand
 Weight Loss Center
 Wholesaler
 X-Ray Inspection Service

—Source: *Adams Businesses You Can Start Almanac: 500 Businesses You Can Start.* (You will want the 2nd edition, which is to be released October 2006. \$17.95. Holbrook Mass.: Adams Media Corp.)

Though providing only minimal detail on the specifics of starting each of the businesses described, the book can broaden one's perspectives of the many alternatives available. One must do the customized research necessary to successfully launch any enterprise. Thorough research is likely to uncover other income options or variations that could be pursued.

A sometimes safer alternative – buying a franchise

Buying a franchise can be a good option for persons seeking a proven business plan and for some franchises, powerful name recognition. But the better franchises are very expensive to buy and require ongoing franchise fees that cut into profits. Still, some franchisees feel that the support is worth the price.

Numerous franchise directories, books, and web sites furnish information on thousands of franchise options and how to be successful as a franchisee or franchisor. Be sure to read widely and consult with experts about the entire field of franchising before investing. There is a wide variance in the cost, quality of products and services, company support, and profitability of franchises. Here (from [franchiseworks.com](http://www.franchiseworks.com)) is just a partial list of the types of franchises that are available:

Accounting - Tax Services	Home Inspection
Advertising - Direct Mail	Home Services
Automotive - Repairs	Hotels - Motels
Blinds - Window Fashions Interior Design – Decor	Internet - Web Services
Bookstore Franchise Bookstore Business	Janitorial - Cleaning
Business Services	Lawn - Garden Service
Check Cashing Financial Services	Maid - Personal Services
Child Care - Preschools	Mail - Shipping - Packaging
Children's Services	Maintenance - Cleaning
Computer - Cellular Phones - Electronics	Medical Billing Services
Construction - Remodeling	Medspa Franchise - Skin Care - Laser Hair Removal
Consulting Services - Franchise Business Broker	Miscellaneous
Dry Cleaning Franchise Laundromat Pickup Delivery	Mobile Based Franchises and Businesses
Educational Service Products	Pet Care Franchise Animal Services Franchise
Employment Services	Photography - Digital Image
Fitness Franchise - Exercise – Weight Loss	Printing - Copy Services
Food - Coffee - Baked Goods	Real Estate Investing
Food - Convenience Stores	Real Estate Services
Food - Ice Cream - Yogurt - Smoothies – Water Ice	Restoration
Food - Restaurants	Retail Store - Specialty Store
Food - Specialty - Pizza - Sub Sandwiches – Wraps	Security - Document Shredding Franchise Business
Furniture Store - Furniture Rental - Repair	Signs - Sign Franchises
Hair Care Business - Hair Salon Franchise	Sports - Golf - Recreation
Handyman Franchise - Home Improvement	Staffing Services
Health and Beauty - Nutrition - Vitamins	Tanning Salon - Hair Salon - Beauty Salon
Home Based Business	Travel - Cruise - Agents
Home Care - Senior Care	Vending
	Wedding Consultant Event Planner Coordinator

If you have an interest in buying a franchise, you might wish to go to the following web sites, among others –
<http://www.franchiseworks.com/>
<http://www.franchising.com/>

Another safer alternative – buying an existing business

Starting a business can be risky, and many people lack the entrepreneurial skill and vision to make it work. Others find it much safer and more profitable to buy an existing business. There are many other reasons for buying, as opposed to starting a business from scratch, including:

- An existing business (if profitable) may generate cash flow from day one
- Proven business concept, products, services, marketing and sales strategies
- Established customer base, providing referrals and references
- Established suppliers
- Trained employees in place
- Immediate credibility and perception of success
- Seller likely to lend support and may assist with financing
- Easier to secure affordable financing to complete the acquisition

For further suggestions on how to proceed if you are considering the purchase of a business, go to your local Small Business Association office, or go to the following web site:

<http://entrepreneurs.about.com/od/buyingabusiness/>

Some people have a talent for taking over a struggling business, correcting the problems, and then turning it over to capable new management. These people are called “turnaround specialists.” Though you may not have the background to accomplish such a feat, consider your purchase of a business as an opportunity to take it one step further in its progress. Just because it is not producing a profit does not mean that the potential was not there. It is possible that the existing owner lacked essential skills, lacked vision of what could be done to improve, or was simply the victim of bad management or market timing. This could work to your advantage, since a failing business is nearly always sold for less money than a thriving business.

If you are considering buying a failing business, you might want to read the article “*Ten Steps to a Successful Turnaround*” posted at – <http://www.businesstown.com/turnaround/article2.asp>

A good consultant or mentor can help you sort all this out. Check out carefully the market and the competition. Learn all you can before signing on the dotted line. And don’t forget to get good legal and tax advice.

800 work at home “jobs” (These are sponsored “opportunities”)

National Information Corporation’s work at home data center – claims to offer the nation’s best and only legitimately researched source of work-at-home jobs and income opportunity offers! **[But you better check these out carefully! Generally, sponsors make certain that their own expenses are profit requirements are met first.]**

Work at Home Report #1: Over 350 especially selected companies NOW OFFERING Job and INCOME OPPORTUNITIES! Samples include:

assembling products
computer work
consumer opinions
surveys
easy* sales from home
easy* marketing from home
crafting
photography work
modeling
art work for greeting cards, etc...
temp work
transcription
translation
writing assignments
and much more...

** in the opinion of the author*

Work at Home Report #2: Over 300 of the best jobs you can do from your home computer:

Accountant
Admin Assistants
Computer Programmer
Consultants
Data Entry
Desktop Publishers
E-mail Processors
E-zine Writers
Field Surveys
Freelance Artists
Freelance Photography
Freelance Writers
Graphic Designer
Greeting Card Design
Internet Researchers
Legal Assistant

Marketing Assistant
Medical Billing Clerks
Medical Transcription
Merchandising
Office Support
On-line Consultant
On-line Tutor
Sales
Sci-Fi Writers
Surfing The Web
Transcriptionists
Translators
Web Designer
Word Processing

Work at Home Report #3: "Ultimate Mystery Shopper Employment Source Guide"

Includes over **150** of what NIC feels are the BEST Mystery Shopper companies in the nation now offering job assignments. Companies need people just like you to evaluate their services. These Mystery Shopper or Survey Companies are **HIRING** people like you to dine and shop in 100’s of restaurants and stores in your area.

Large companies like K Mart, NIKE, Burger King, Ruby Tuesday’s, Taco Bell, KFC, Shoney’s, Captain D’s, Pizza Hut, Circuit City, The GAP, Sharper Image, even theme parks use Consumer Surveys (Mystery Shopper)

These restaurants and stores want to know what consumers, like you, think about their products and services. This gives you a **GREAT** opportunity to **GET PAID TO SHOP and DINE!**

All three of these reports can be obtained for \$49.95. To download any or all of the foregoing, go to –
<http://www.workathomeincome.com/>

The list of web sites that offer useful information on income opportunities and on starting and managing a business is almost endless.

The amount of information you can draw from the web is varied and vast, so you will need to be very selective. For starters, try the links to web sites listed at this web address – <http://www.businesstown.com/>

You might check our Profit Source Publishing (“Your Source for Home Business Profits”). Go to – <http://www.profitbooks.com/>

For turnkey business opportunities, go to the TurnkeyWeb.Biz Super Directory at –

<http://www.turnkeyweb.biz/>

Go to Ezine Articles to get some great and not-so-great articles on small business opportunities and resources, etc. Go to – <http://www.ezinearticles.com>

Many more web sites beckon your diligent browsing.

Use the Internet to find books on business and income opportunities

A Google search of books of business yielded *1.2 million listings!* Select books by authors with solid credentials and read the reviews that are provided by Amazon.com and business magazines. Below are samples, pulled from the web almost at random to show you how books can be found on a wide variety of business topics, depending on your specific interests:

200 Services You Can Sell for Big Profits, by James Stephenson (Entrepreneur Media, Inc., 2005). \$19.95. Services you can provide can be more profitable than you think.

Start Your Own Seminar Production Business: Your Step-by-Step Guide to Success, (Entrepreneur Magazine’s Start Up series), by Terry and Rob Adams (Entrepreneur Media, Inc., 2003) \$14.95 new. How to capitalize on the demand for seminars by corporations, associations, consumers, etc.

The Best Internet Businesses You Can Start, by Marian Betancourt (Holbrook, Mass.: Adams Media Corp, 1999) Used prices vary on Amazon.com. Though out-of-date, some useful ideas are presented.

How to Become a Successful Weekend Entrepreneur, by Jennifer Basye (Prima Publishing: 1993). Used prices vary on Amazon.com. Somewhat out-of-date, but worth reading for ideas.

101 Best Income Opportunities for Women, by Jennifer Basye (Prima Publishing: 1992) Useful information, but quite out-of-date, since it lacks current information on computer opportunities.

Plants for Profit: Income Opportunities in Horticulture, by Francis X. Jazwik, Dr. Jazwik and John Gist (ed) (New York: Andmore Press, 2000) \$39.95. For those who love gardening, profits can suggest the satisfaction.

Rich Dad’s Before You Quit Your Job: 10 Real-life Lessons Every Entrepreneur Should Know About Building a Multimillion-Dollar Business, but Robert T. Kiyosaki, Sharon L. Lechter (Paperback) Price varies for new and used copies from Amazon.com. The type of book that can help prevent costly mistakes.

Retirement Income Opportunities in an Aging America, by Sophie Korczyk. Lists on Amazon.com for \$32.50. With the aging of the “baby boomers,” this book is extremely timely.

Get Paid to Read Books! By Al Fountain (Cader Publishing, Ltd.) Who Would Pay For Book Reading? Publishers, editors and authors all have reasons to pay people to read books. Cost is \$15 plus P&H For information, go to – <http://www.cader.com/income.htm>

Mind Your Own Business. Go to Amazon.com, and you will find several books by this title with different subtitles and different authors.

Need more information on various aspects of starting and managing your own business? There is no shortage of valuable reading materials. Enjoy your bookstore and/or library searching.

So how do you sort all this out? Here are a few simple guidelines for the serious seeker of a good income source

1. *Start with yourself.* What are your strengths and weaknesses, likes and dislikes, achievements and failures, etc. What training or education do you have – or do you need to get to - that qualify you to do what you want to do? How creative are you and how resourceful at researching and solving problems?
2. Consider how much of your own financial resources will you have to plow into the business. Are you willing to lose it all if things don't work out?
3. Find out if you will have to borrow significantly, or if more money will be needed later for other purposes. If you need outside funds, you may need to *prepare a detailed business plan that would be appealing to investors.*
4. What resources (outside yourself) do you have to bring to the work you choose to do? *Who do you know that can act as consultants or mentors to provide the expertise that you need?*
5. *What is your market?* Have you thought through how you could make the best of the market you have chosen? In my experience, this is the most vital of all the steps to assure your success. Research – research – research. There is no substitute for thorough research.
6. Learn everything you can about the business you have chosen. Talk to people experienced in the field – and use the library and the Internet to do an extensive search to learn every aspect of the business. If it's a new and untried business (which many of mine were), learn everything that is known that relates to what you plan to do.
7. *Be patient.* It may take months of research to put it all together, unless it is a fairly simple and straightforward business.
8. *Be flexible.* Be prepared to change on a dime if something is not working. You may have to fire the relative you hired or change product lines. Be honest with yourself, make the needed changes, and move on.
9. Develop a list of early warning signals to watch for if trouble with products, employees, or finances occurs. Take corrective action before it is too late.
10. If the business fails, take the experience and lessons learned and move on to the next venture. I can tell you that life does not revolve around one idea or venture.
11. *Consider the ethics of your business decisions.* What we don't need in our society is more scams. There are lots of ways to earn an honest living that contribute to the well-being of others, rather than taking from them, as is the case with most chain selling schemes. Ask yourself: Can I live the Golden Rule and still be successful in this business?
12. Try not to be scammed by others. The world is full of organizations and programs calling out for your time or your money – supposedly to fatten your wallet or make you more successful. Get-rich-quick offers and scams abound, and they are not always easy to identify. And we need to remember that many things are more important than money.
13. *Ask yourself honestly if it would not be better to buy an existing business with a proven track record – than to start one from scratch.*
14. Consider carefully the legal and managerial hoops must you go through to make your chosen enterprise work. And find out what your must do to qualify for the necessary licenses or certification.
15. Evaluate whether you and your family be better or worse as a result of your participation. Consider to what extent this business will take up important family time on the telephone or in traveling. Self-employment can be a jealous mistress.
16. Ask yourself: While I may need money to support my family or to supplement my income, have I carefully looked at alternatives (such as cutting down on unnecessary spending) that may be more consistent with my goals and my

life style? Can I balance out my life, keeping my priorities in order?

17. Ask yourself: Are the demands of this opportunity such that I will be strongly tempted to lie or exaggerate the truth to make a sale or to recruit another prospect (as with chain selling schemes)? Do I see people in the business rationalizing because of dissonance between the truth and what they have to tell people to be successful?

18. Determine if you could gracefully get out of the business once you get into it. You may need a backup plan in case things don't go according to your original plan.

After all this research, perhaps a paying job is not such a bad choice

Many people try self-employment, only to find that it was not for them. They find the risks frightening, actual profits after all expenses slim, the hours long, and their boss the worst tyrant of all! If you are among those who discover that in retrospect, you had it very good in the job you left, don't be surprised, and don't label yourself a failure. Just update your resume, and go after the best job you can find. Your foray into self-employment will have added to your skills and insights and make you a more marketable candidate for your next job.

Telecommuting is an attractive option for some

If you desire to have the security of a salaried job but want to stay home with your family (as a single parent, etc.) or just wish to avoid commuting, consider telecommuting. Read the many resources from the page "Telecommuting, Job Flexibility, and Work-at-Home Job and Career Resources" at the following web site:
http://www.quintcareers.com/telecommute_jobs.html

I hope this information has been helpful. At the very least, perhaps this article has opened your eyes to the vast number of opportunities that are available to those willing to seek them out. You can provide for yourself and your family without the losses and ethical compromises that are certain to come from aggressive participation in a chain selling program. And no one profits from chain selling without such compromises.

Good luck in finding an honest and profitable business venture that is right for you!

APPENDIX A: How we discovered the abysmal odds of success in MLM

It may help you to understand where we are coming from to know a little about The Consumer Awareness Institute. Our founder and primary researcher is Dr. Jon M. Taylor, who relates:

My background in education and experience is extremely varied. My BS was in education, after which I taught for a couple of years. Then I obtained an MBA at Brigham Young University, after which I worked on the administrative staff of two universities.

Unhappy with bureaucracy, I began a career as a “pure entrepreneur,” which meant I liked creating businesses, but not managing them. So I started a total of 47 businesses, including many which were heavily dependent on sales and marketing. When a business was successful, I sold out and moved on to something else. If a business was not profitable, I simply went on to something else more promising. *I also learned some valuable lessons that would later enable me to discern important differences between a legitimate business opportunity and a scam.*

Along the way, I went back to the University of Utah and obtained a Ph.D. in Applied Psychology, which is the application of behavioral sciences to a variety of human challenges. I taught as an adjunct professor classes in management, entrepreneurship, ethics, and communications, as well as sponsoring seminars in cities across the country in a variety of topics.

When I was aggressively recruited into an MLM program in 1994, I was initially very resistant to what seemed to be a disguised pyramid scheme. But with all the hoopla, I decided to put the concept to the test for a year. Though very successful (top 1%) in climbing the pyramidal ladder of participants, I was losing tens of thousands of dollars (including lost income from not continuing what I had been doing). *It became apparent that to profit I would have to recruit my way very near to the top of thousands of active participants in the scheme.* (MLM leaders ignore the dropout casualties.)

But the thing that caused me to leave the program (and it would have made no difference which MLM it was) was the effect my participation was having on the relationships which my wife and I had spent a lifetime cultivating. She let me know that it was her or MLM. I chose her because I love her and respect her on-the-mark sense of discernment. She never felt good about the pitches at the opportunity meetings or about my recruiting everyone we knew.

So I wrote my first book on the subject – *The Network Marketing Game: Gospel Perspectives in Multi-level Marketing*, which examined the ethics of

exploiting friends and family for personal gain. It got great reviews, and people were hugely entertained by the cartoons by Cal Grondahl, who I had hired to illustrate the book. Many of these are on my web site.

Feedback ranged from very appreciative to hostile – some could even be classed as hate mail. But most interesting were the tax accountants who were asking why – with all the promises made by these MLM’s – no one was ever reporting profits on their income taxes.

I decided to research this more thoroughly that had ever been done before. Lots of opinions were flying around about what percentage of participants actually achieved the promised rewards. I wrote the presidents of the 60 most prominent MLM firms and asked for earnings data of participants at the various levels. None were able or willing to respond.

So I went to financial reports of publicly traded companies, records of court cases against MLM’s, internal documents, etc. Most revealing were surveys of almost 300 tax preparers, tax software designers, and sponsors of tax seminars. My research revealed what many have suspected. *If you remove the income of the handful of TOPPS (top of the pyramid promoters), approximately 99.9% of participants lose money – after subtracting all expenses, including “incentivized purchases” (purchases from the company that are required to qualify for commissions or to advance in the scheme.*

I even called some Las Vegas gambling casinos for their odds of winning at the various games of chance. *Amazingly, one’s odds of success are far greater at the roulette wheel or in a craps game at Caesar’s Palace than in almost any MLM program.* For more information on the numbers, go to my page on MLM statistics at – <http://www.mlm-thetruth.com/statistics.htm>

With my varied experience and training (including all the legitimate businesses to which MLM is compared, such as insurance and franchising), I was able to come up with some core principles that could be generalized to making decisions about legitimacy of all types of chain selling. After consulting with top experts in the field, I came up with the “5 Red Flags” of a product-based pyramid schemes. *Whenever these 5 red flags appeared in a compensation plan and the data was available, approximately 99.9% of participants lost money. Independent investigations by others have essentially confirmed my findings.* For more information on all of this research, go to – http://www.mlm-thetruth.com/mlm_research.htm