



# THE 2020

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## Essentials Guide to Long Term Residual Income

You MUST have ALL 12 to create long-term residual income

### 1. COMPANY TRACK RECORD

Because most companies fail within the first 5 years its best to pick a company that's been in business for a minimum of 5 years preferably 10 years

### 2. FINANCIALLY SOUND

If you are going to put in time and effort you need to ask – will it last?  
The company you choose needs to be financially healthy and if it is free of debt this is a big bonus.

### 3. STRONG MANAGEMENT

Strong Fortune 500 style management is preferable and the company should NOT be ran by MLM guys. They can end up owning the downlines and start making decisions to make themselves wealthy off the backs of everyone else.

### 4. UNIQUE CONSUMABLE PRODUCTS

Products must be highly consumable by ALL and the kind of things people are already buying. People's budgets can't be changed especially at a time like this so they must not be required to spend any new money.  
I'll say it again for emphasis. NO new money.

### 5. COMPETITIVELY PRICED

Products must be considerably less expensive than the stores they are already shopping at or of noticeably better quality. Smart shoppers want great value for being a customer.

### 6. HIGH MONTHLY REORDER RATE

If people aren't ordering, they quit so there needs to be overwhelming value to be the customer so they want to keep ordering month after month whether or not they're in it to make money. A 95% monthly re-order would be an impossible dream for most companies.

### 7. LOW PERSONAL PRODUCTION REQUIREMENT

Low monthly order requirement and no monthly quotas no matter what position they advance to in the company. They should only have to buy what they can reasonably use in their own home that month.



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## 8. LOW ENTRY FEE

There needs to be a very low cost for anyone to join and the enroller should not be paid a bonus on the joining fee. The fee should be small enough that anyone can open their account 'right way' and they must not be buying inventory with their entry fee.

## 9. TIMING

Don't go for so called 'ground floor' deals since most deals fall apart in the first 5 years. Bad news travels fast and when people get hurt and lose money, they tell everyone they know. This is why most MLM companies get a bad name so it's best to steer clear of MLMs.

## 10. KEEP YOUR CUSTOMERS FOR LIFE

You should NOT be penalised for enrolling someone better than you nor should you lose a person's volume because they do better than you and this is the case in many companies compensation plans. Leadership development should be rewarded... not penalised and a company should be built on a sense of gain... not a fear of loss so check this out before joining anything.

## 11. NO RISK

There needs to be a 100% Money Back Guarantee on all products and on the opportunity... no questions asked! It needs to be safe for everyone... and everyone needs to feel safe whether that are customers or business builders.

## 12. IN ALL BUSINESSES THE WELL KNOWN 80-20 RULE APPLIES

*(if you don't know don't feel it's silly to ask, there are no daft questions)*

But wouldn't it be great if there was a business that even the 80%'ers could do? Make that a part of your thought process when deciding on your company.

## A COUPLE OF QUESTIONS FOR YOU:

- Which one of these 12 points would you be willing to forego and still throw your time, energy and most importantly your reputation into the business?
- Are you looking for the next faddy opportunity... or are you looking for the last one?

If the company you are a part of doesn't meet ALL 12 of the factors, and you're looking to find a business model that does, we'd love to talk with you. We've been building a solid business that aligns with ALL 12 of the factors.

[SCHEDULE A FREE CALL](#)