

Market Your Socks off!

The Pyramid Scheme Checklist

There are literally thousands of companies out there offering products and services using a network marketing model (also called Multi-Level Marketing or MLM).

Avoiding schemes and scams can be challenging. Keep this handy checklist nearby to help you decide if a company will be a good fit for you.

In answering these questions, some answers might be yes, and some no. This is just a guideline, and you might still do business with a company that possesses some of these qualities.

- ⇒ Are you at a high-pressure event or on a website where it seems the “clock is ticking” and you are pressured to “be a fast action taker”?
- ⇒ Do you have to purchase a starter kit or something similar to begin?
- ⇒ Are members given a bonus for bringing new team members (adding to their downline) OR do they receive a commission for sales of starter kits?
- ⇒ Is there a greater emphasis on recruitment than on actual product sales?
- ⇒ Is there a membership fee?
- ⇒ Is there mandatory training?
- ⇒ Are products or services being offered at a competitive rate? (i.e. could I easily purchase items much cheaper elsewhere)
- ⇒ Do the products/services have real value?
- ⇒ Are there more than 5 levels receiving commission on a single sale?
- ⇒ Has the company, or its upper-level management, ever been involved in a lawsuit?
- ⇒ Are the upper management or recruiters flaunting their fancy cars, yachts or other wealth-related items?
- ⇒ Is there a promise of free sales leads (that could be old and out of date)?

On a personal level, a few questions to ask:

- ⇒ Do you know enough people who would be interested in the product or service? How will you find buyers?
- ⇒ If you were to recruit others, who would that be (write a list)? How would you find them?
- ⇒ If you don't know anything about selling, are you willing to learn it?
- ⇒ Can you take on the risk of this new endeavor, monetarily or timewise?

I offer network and affiliate marketing coaching at no cost.

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