

How to raise money for your sponsoring campaigns.

Here's what you can do to raise \$1000 in the next 30 to 60 days to properly start your network marketing sponsoring campaign **without having to borrow money.**

- 1) Write down every penny you spend for a week. In any given year, most people "fritter" away \$5,000 or more and have no idea where the money went. If you practice writing down everything you spend money on, you'll likely spend less or at least identify "wasted money" and redirect it to your home business plan.

Some financial planners say we can save up to \$ 600 per year by simply putting the household's spare change into a "cookie jar" every night. If that holds true for your family, after 60 days you'll have \$100 extra dollars for your home business!

- 2) Are you over-withholding on your paycheck? If you get huge refunds at tax time, you may be able to free up \$100 to \$200 per month for every exemption you're not claiming at work.

You'll have to talk to your tax preparer and/or human resources officer at work to find out for yourself. This may be a way to get some extra cash.

- 3) Are you eating out too much? A family of 4 may eat out a couple times per week and spend 30 dollars a time (or more). Could you plan ahead and cut back, saving \$30 per week? In 60 days that would be \$250 for your home business.
- 4) Can you bring a bag lunch to school or work? It's not a problem to "brown bag it" to save money. I've even found that the fewer processed carbohydrates I eat in the way of French Fries, white bread and buns, and sugary drinks saved me considerable cash and reduced my waistline at the same time. Maybe this suggestion will make you money just by helping you look more athletic, suave or professional (at least I'm hoping that works for me one day!). Instead of buying expensive vending machine drinks, take a six-pack of your favorite soda to the office and stash it for when you're thirsty. Substitute a "generic" drink to save more money if you can find one that tastes real. You could be saving several dollars per day this way.

- 5) Cut your own grass instead of hiring it out until your network marketing time is worth more than the gardener's hourly fee.
- 6) TV is eating you alive! So cut out this money destroyer!

Here are the problems -

- a) It makes you a brain dead passive couch potato too lazy to get off your rump and do things you need to do in your life. Inactivity costs you money even if you're watching "free" TV!

One person I know had an interesting way of breaking the habit. When he was a young man 20 years ago and realized his salary would never be sufficient, he decided to start a home based business in the evenings to supplement his income. But what about their "TV" time they wondered? They decided that for every half hour of TV they watched, they'd put 25 cents per person into a piggy bank to donate to charity (Make that \$2.50 per person per half hour today!). Once they started that rule, they found very little television to watch.

Who knows? If you're a big TV addict, maybe you can finance your \$1,000 this way if you pay your piggy bank faithfully! The point is, if you're a slave to TV, you'll never devote time to your business anyway.

- b) Stop renting videos! How many times have you simply wasted money on trashy videos or got so many you couldn't watch them all? If you have to watch a new video, go to the library and check them out for free or borrow part of a friend's collection if you don't mind being a mind numbed passive couch potato (see "a" above).
 - c) Cut the Cable! You want another \$50 to \$100 in 30 to 60 days? Maybe you should cut off the Cable TV. How much money has it put in your pocket lately? How much has it taken out of your pocket though?
 - d) Whatever you do, DON'T MAKE UP FOR THE LACK OF TV BY GOING TO THE MOVIES. In fact until your business is up and running well, DON'T GO TO THE MOVIES AT ALL! Get a free video from a friend or the library and have your soda and popcorn at home.
- 7) Stops playing golfing unless you're out in a cow pasture somewhere where it's free. This is just another money waster until your business is running well. I'm sure you're tempted to think, "But I could find new prospects here." Yes, you can IF YOU HAVE A BUSINESS TO TELL THEM ABOUT OR ARE LEGITIMATELY PROSPECTING. But for now you have zero, zip, zilch, NOTHING. If you're gone from the links two months and are starting to do well and get back for an occasional

game THEN YOU'LL HAVE SOMETHING TO TELL THEM ABOUT but not before.

- 8) Reduce shopping time for clothes, etc. In fact while you're in this rapid cash accumulation phase, STOP LOOKING AT CATALOGS OF "WANT TO HAVE" ITEMS and STOP "WINDOW SHOPPING". It will just tempt you to spend the money you've managed to save so far.

Before you buy something new while you're trying to fund your business, ask yourself:

- a) Do I really need it? Will this help me reach my dream?
 - b) If the answer is "yes" ... can you pay for it with cash? Could you get it somewhere else cheaper? Have you considered auctions, flea markets and other sources?
 - c) Have I waited for 24 hours to see if the "need" suddenly wasn't so great?
 - d) Is there a less expensive alternative I could use?
- 9) This will be a hard thing for many of you to do. But I suggest that if you really need the start up cash that you HOLD A YARD SALE or take your junk - I mean antiques - or whatever you think you can sell to the flea market. If you hate to sell in those contexts, go to the flea market some Saturday and see what's being sold there. Find the person(s) selling the things closest to what you have to offer and offer to sell them what you have so they can resell it. You can meet them during the week and never have to return to the flea market (but you'll make more cash selling it directly). They might even want to sell your MLM products if you mention them. You could get a distributor out of this!

An alternative to the flea markets with potentially higher returns for some household items is using a *consignment shop*.

- a) What could you sell?
- b) How about that second or third TV? How about that second or third VCR? How about that second or third radio?
- c) How about those expensive power tools you've never learned how to use and think only exist to be props for "he man" TV sitcoms?
- d) How about that old air conditioner sitting in the garage that still works?
- e) How about that old lawnmower you replaced last season?
- f) How about the kids' old bikes they never ride anymore?

- g) How about the kids' video games they're too "mature" to play with anymore?
 - h) How about the paperback books you've accumulated over the years? (At the very least trade your old paperbacks for something you haven't read if you're a reading fanatic!)
 - i) How about the kids' assortment of stuffed animals, toys, infants' clothes, and other outgrown accouterments of childhood collection which no longer appeal to them?
 - j) Maybe you could sell the transmitter and receiver system you used to use to hear your baby snore?
 - k) How about any old appliance that still works?
 - l) How about selling that exercise machine(s) that is like new because you never used it (them)?
 - m) How about selling that extra computer junk you have lying around but never use?
 - n) There's bound to be something you can sell! I didn't even mention selling your old shoes, old suits and party dresses that have somehow shrunk with age!
- 10) If you really need to bite the bullet to free up money RIGHT NOW and every month thereafter, here's a radical suggestion. Remember you asked for it. Sell one or both of your cars to pay them off completely. Then buy a cheap functional car you can pay off all at once. Use your monthly payments, which you now no longer owe to
- a) Keep your junker(s) running and
 - b) The surplus to fund your new business.

Of course, don't use your car to impress people in that situation unless your grandma gives you her Mercedes for free.

If you're really desperate I suppose you could sell your house and move into something smaller that would free up more money too ... of course your spouse might threaten to kill you and being dead would then make it hard to operate a home based business!

But you get the idea ... this concept can free up monthly cash flow you can then use in your business!

What if none of my suggestions applies to you and you are penniless?

It would be better to get a part time job at a burger place, learn their system and work there saving every penny for a few months than go into debt.

Remember, creating a viable home business that lasts a lifetime won't happen overnight. Better to discipline yourself for a few extra months working a part time job than go deeper into debt.

No, this isn't the "glamorous" approach of embarking into an opportunity and going from rags to riches in a few weeks.

This is the decidedly unglamorous approach that can save you from racking up credit card bills you'll take years to repay by trying to emulate the "glamorous" approach by faking it until you make it!

Want more ideas? Okay, here they are . . .

- 1) Plan to resell some or all of your product purchases at retail the first few months to recover your capital plus earn retail profits.
- 2) Have your paycheck from work deposited directly into your account to avoid the temptation of walking around with lots of cash that disappears.
- 3) If your spouse is more likely to be the saver in the family - give the checkbook to your spouse!

Still need another idea for some quick cash? OK, here's one that may work. Run a small inexpensive classified ad or distribute a flyer that reads:

Spring Cleaning Any Time Of Year!

Will clean out rooms, closets, basements, attics and garages and leave your room in immaculate condition and haul off the junk too for \$20 plus landfill fee!

Lots of people could do this as a small business perpetually, but it does soon get tiresome. Basically you're going to go to a messy room of some sort, clean out all the junk and leave the room looking nice. You'll use their vacuum cleaner to tidy up, and you'll straighten up everything before you go. Then you'll haul off the trash.

You're probably thinking, "For \$20 I'd go broke doing all that!"

Would you be surprised to know that you could probably do this service for **free** and still make money?

Here's how:

- Once you leave with a truckload of junk, you don't go straight to the landfill.
- Instead, you take all the metals and plastics to the recycling center (or you accumulate a truckload and take it all at once). Collect your fee.

- You take old lamps, fixable furniture, and anything potentially collectible like old games, baseball cards, etc. to the antique dealers who give you the best prices. (If you're not sure what is collectible nowadays the answer is almost anything. Take a trip to the antique stores in town. Collect your fee.
- You take clothes to for-profit secondhand stores or consignment shops. Or you give them to some charity for a tax receipt. Collect your fee.
- You may be able to take other things like used golf clubs, athletic gear, fishing rods, guns, etc. to pawn shops or secondhand stores that will pay or let you trade for what you need there. Collect your fee.
- Old washers, dryers and other appliances may be sold for parts to people who specialize in fixing these things. Collect your fee.
- Salvage kids toys, games, etc. that are no longer used to take to these secondhand shops.
- Salvage as much as you can and sell it to the appropriate buyers. Collect your fees.
- What's left you take to the landfill. Because you never know until you sort through things at home just how much you can salvage, you collect the full landfill fee. Here it's \$27 for one pickup truckload. What if after salvaging items from three homes you have only one full truckload? Your cost is only \$27, though you've collected \$81 for this service.

Obviously if other people in town copy your idea and you find out that you're only making one trip to the junkyard for every few homes, you may take a chance and say, "\$20 per room with free delivery to the landfill – we'll waive the \$27 landfill fee!" That's up to you of course, but you do have some flexibility.

And the \$27 you collected from some homes where you didn't go straight to the landfill isn't all profit. You still had to drive around town disposing of the goods to various buyers. You are still paying a landfill fee of some sorts.

Note: If you don't charge *something* for your service, people will be suspicious and likely not call you. They'll be afraid you're casing the joint for a future robbery or something. Or they'll figure that salvaging everything is so profitable you should pay them for the favor of rooting through their garbage. You don't want your customers having *either* perception because neither is true!

Let's say that for every house you serve you get \$20 fee, \$27 landfill fee, and you make another \$25 on average from the salvage. (Maybe you'll make \$100 or more depending on the "finds" you make but let's be conservative.) That's \$72 per trip for a few hours' work.

You do four jobs per week or \$288. You make two trips to the landfill (\$54). Driving around to deliver all the other stuff takes another \$30. You've got over \$200 to reinvest in your business. In a month you'll have your \$1000. Maybe lots more. If you save proceeds and roll it into your MLM business these profits aren't taxable because you're going to devote them to future business expenses.

If you can develop a good rapport with the people you're working for, you might even be able to sell them some of your MLM products for extra profits.

OK, you've read this material so what are you going to do about it?

What steps will you take RIGHT NOW to begin generating an extra \$1,000 in the next 30 to 60 days to start your business or sponsoring campaign?

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