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HOW TO CHOOSE  
THE PERFECT  
NETWORK MARKETING  
COMPANY FOR  
YOU!

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# How To Choose The Perfect Network Marketing Company For You.

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Today we are going to look at how to choose the perfect network marketing company for you.

Choosing the right network marketing company is a big deal and one that most people really do not put much time or thought into because in most cases network marketing comes to us we do not go looking for it.

Most times we get involved because a friend or family member asks us to take a look at what they are doing.

Which is different than with any other business model as you would actually spend time researching the opportunity and the business.

So good for you for looking into this topic as you are in the minority and it is an important aspect as to whether you are going to achieve success or not.

When you are looking at any network marketing there are 5 criteria that must be in place and we are going to look at all 5 in this training.

So let's get to it...

## **Criteria #1 – Age of the Company**

Most of us have heard the story of Goldilocks and the 3 bears. The short of the story was she broke into the bear's house and low and behold there was porridge on the table, 3 bowls of it.

She tried all 3. The first one was too hot, the second one was too cold and the third one was just right.

That is how I like my network marketing companies to be when it comes to age. Just right.

Which means I do not like them to be too old because the momentum and excitement has passed.

It also means I do not like them to be too young because they are risky. 80% of businesses go out of business in their first 5 years.

I like them just right. I like the sweet spot. Which seems to be between 10 and 20 years old. This is not always the case. Some companies who are just right have been around longer and have gone through changes and are just about ready to hit momentum.

Momentum is when the business takes off. They hit exponential growth.

If you can find one that is primed to do just that, they are in my books the best type of companies to join as long as the other criteria is in place...

## **Criteria #2 – The Product**

I have not always been a product oriented guy.

Quite the contrary in fact, my mindset used to be that as long as the product was good the opportunity was more important to me i.e. the timing, leadership, how the business was built and the business building systems that were in place.

However, as I have matured and been in the industry longer my mindset has shifted on this somewhat.

The long term goal of building a network marketing company is to build a large organization of people who use the product, i.e. devoted customers.

True residual income is built on having a large amount of product users (customers) in your organization.

Yes obviously you want business builders, people who are going to go out and sponsor reps and sign up customers; but not everyone is serious enough about building a business to stick around for the long term.

So the key is to find a product that will keep people ordering whether or not there is a business opportunity associated with it or not.

A product that people will keep using even if they decide to stop building the business and a product that people will be intrigued to become customers of even if they don't want to build the business from the start.

This can be a tricky thing to find at times.

**In my opinion the product should fall into one of two categories:**

1. A product that people already use, but a better version of it and at the same price or less than what people already spend.
2. A product that is so revolutionary that once people see it they either want it or need it so bad that they are willing to pay for it.

It can be tricky to find a network marketing company with a product that falls into one of those two categories but they are out there, it just takes doing some homework to find them.

## **Criteria #3 – The Corporate Team**

Don't spend too much time on this. Just make sure that the owners and corporate team have the credentials and experience to run a business.

Do a quick google search on them and make sure there are no legitimate negative reports about them. There are some shady owners out there but they cannot hide in this day and age with the internet.

## **Criteria #4 – The Leadership Team**

This is in my opinion more important than the corporate team.

Who are the top leaders running the show? When I say leaders I mean the top distributors. People building the business just like you are but they have been doing it for a while and are earning the big checks.

They are referred to as industry leaders and corporate teams do what they can to please them.

Meaning they will allow the leader to set the culture of the company, how the business is built, what business building activities they allow the distributors to engage in, etc.

This is important because culture is everything.

Look into the top leaders. What is their track record like? Have they been with the company for a long time or do they tend to jump from company to company.

And most importantly how do they build the business, what type of systems do they have in place for you to use?

Are there every day normal Joe's using their methods to see success or is it just the top dawgs seeing success?

Again some due diligence is going to be required on your part to find this information out.

And when you are doing this type of homework really dig deep into the next criteria...

## **Criteria #5 – What They Let You Do?**

This is a big one my friend...

Believe it or not there are still countless network marketing companies out there that will not let you use the Internet to build your business.

That absolutely blows my mind, but it is true.

The main reason for this goes back to the Leadership team.

There are dinosaurs in our industry, old school network marketers who have been building downlines for years and are dead against what they consider to be new school ways of building a business.

They are so dead against it that in some cases it is written in the company's policies and procedures that you can't use the Internet.

And guess what?

You definitely want to be able to use the Internet and Social Media to be able to build your business.

These so-called new school ways are a game changer for our industry. They even the playing field and allow normal everyday people to be able to see incredible success.

Without the use of the internet you are stuck trying to sponsor people offline. Chasing friends and family and going out beating the streets trying to recruit complete strangers.

You want to be able to use the internet to build your downline!

So watch out for this.

Make sure you are joining a company that not only allows you to use the Internet but embraces it and has systems in place to maximize the effectiveness of it.

And there you have it my friend, the 5 criteria that must be in place when you are looking at joining a network marketing company.

I trust you received value from this training and if I can help you out in any way be sure to reach out to me, I am always happy to help.

Also be sure to connect with me on my Facebook Page and YouTube Channel as I also put lots of training on those platforms to help you become successful.

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Cheers to YOUR Success



Robb Corbett

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P.S. The number one factor in whether you are going to be a success in your network marketing business will be whether you can get good to great at recruiting 5 - 10 new distributors into your

business each and every month. I have put a FREE Prospecting Boot Camp together for you that will teach you all of the skill sets required to help you become a rock star recruiter in your business. [You can get free access here](#)