

# 5 Critical Elements

**WHAT TO LOOK FOR IN A HOME BASED BUSINESS**

## **INSIDE:**

How to Choose a  
Network  
Marketing  
Company to  
Partner with.



**Chuck & Tammi Gates**

30 Year Industry Veterans  
Top Leaders  
7 Figure a Year Earners

**Buyer Beware! Not all  
Opportunities are Equal!**

Discover some of the MAJOR  
Red Flags

**Non-Negotiables. Learn  
How to Apply Them.**

What Leveraged Residual  
Income is and Why it's a Non--  
Negotiable

# 5 Critical Elements

To consider when choosing a  
Home Based Business



Hi there. Super great to meet you! Congratulations on taking the first Step on becoming successful in the home based business profession! As fellow Home Business Owners, we're so glad that our paths have crossed - Funny how that happens on the Internet!

What you're gonna learn about us is we love to have fun, we love helping people, & we are easy going but to the point when it comes to running a successful Home Business!

Oh Yeah.... Our names are Chuck & Tammi Gates and over the next few days we're definitely gonna learn more about each other!



We are gonna switch it up a little from what you're probably used to....

You're probably used to popping your name and email into a form to learn something cool, but instead, you get some 'Guru' yacking your ear off about themselves for an hour before really helping YOU and Your business.

Bragging about EVERYTHING they've accomplished and how life is sooooo amazing. That's NOT us.

Today we're going to focus completely on YOU and YOUR Business & Future.

If you want to snoop in on our life, to determine whether or not you should be listening to us, you can visit our nifty little Blog Here:

<https://www.chuckandtammigates.com/about-us/>

**About Us**

It adds a great deal of credibility to what we teach and the people we've been able to help!

The point is, we've created a lot of success in our Business, but let's focus on shifting some of that success YOUR way, sound good?

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Over the years of building our Home Business, we've come to learn that there are certain elements or priorities of an opportunity that will allow you to SUCCEED.

The problem is, most of us are never told that we have to LEARN what to look for - which leaves us frustrated and wasting a whole bunch of time in our Businesses AND jeopardizing our relationships and reputation. Or getting involved with things we wish we would have never given the time of day.

After many years of full-time experience in the network marketing profession, we've identified five common elements that an opportunity should have in order to provide maximum success potential. We are excited to be able to pay it forward and share them with you and save you a ton of time, frustration and your credibility so let's dive in.

If you are the type that *really* likes to dive in you can see a Real-World company with ALL 5 Elements by clicking this button below.

Show Me Now

<https://bit.ly/2HJ2Chi>

## Element #1

Element #1 is the **Corporate Leadership**. If a company isn't well-funded and run by an executive management team with great values and high integrity that know what they are doing and how to run a large business it doesn't matter what they're selling as the business will eventually come crashing down at some point in time. 97% of all network marketing companies fail before their 5th birthday. History tends to repeat itself so look for a company where the **leadership team has a proven track record of success**. That's the most ideal. And here's where Google can be your friend. Remember that Google is a search engine, not a research engine. Do not try and research the **company** on Google. You will likely find a bunch of negative untruths. But you should definitely use Google to **do a background search on the key Executives**. Look for a blend of experience on the team – both in and out of network marketing and traditional business. We've been shocked over the years at the number of people that have been able to start a company with a criminal record or having serve prison time. At a very minimum have Google help you to see if there's any blinding RED FLAGS with any of the leadership team.



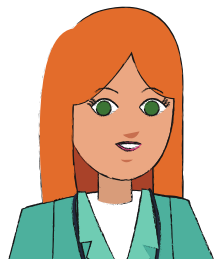
# 5 Critical Elements



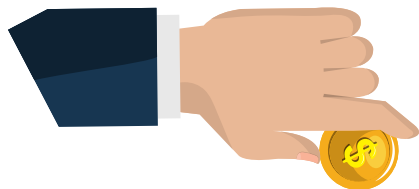
## Element #2

Element #2 would be the **Products or Services** that the company represents. What you want to represent is something that is unique with a Sustainable, Differentiating, Advantage. This means that there isn't any **competition**, in or out of the home based business arena. Try to find something that you can't buy on a store shelf, for sure. Also, look for a product that 100% of the population can use. Don't cut your potential market in 1/2 by representing a product or service that only women want or only men would use. **Ones that work for every man, woman, child, or possibly pets.** Ideally find products or services that have proven REGISTERED PATENTS & the products or services should be something that people either want or need to use on a daily, weekly, or monthly basis year after year as this is what creates **long-term residual income.**

Another red flag is products or services that seem to look like proprietary blends all competing for the same piece of pie. We recommend staying away from products or services that people only purchase one time or use very infrequently. We will go into more detail on Residual income later.

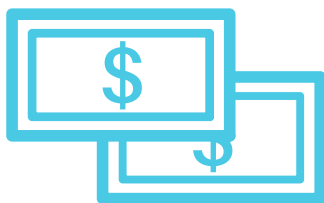


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## Element #3

Element #3 deals with **How You Get Paid**. One of the benefits that the network marketing profession offers is the ability to earn significant income **without sacrificing hours away from home**. You also shouldn't have to completely quit your day job before being able to get started & you should be able to dedicate a set amount of time that you want to build your business and then set realistic goals and expectations for that amount of time invested. For those desiring to **fire their boss, quit their job or bring a spouse home**, the opportunity should also provide the ability to do that as well as provide a path to ultimately create a lifestyle that has true Time Freedom and Financial Freedom for those willing to pay the price. Pick a company that gives you the opportunity that you can sell or will it to a family member. Unfortunately there are companies out there that won't let you do either.



Don't be like some people who would rather wear **golden handcuffs** and complain about how they are mistreated, undervalued, underpaid, bored, burned out, and even dislike their co-workers & work environment. Yet, day after day they continue to show up at the door and collect their steady paycheck even though it **barely or sometimes not at all** covers their monthly bills and it's definitely not allowing their dreams to seem remotely possible. The Baby Boomers are facing bleak retirement woes and are being forced to stay in the workplace as their Social Security falls short of their financial needs. And for those who may one day need Assisted Living, Medicare does not cover those costs. **It is a stone cold fact. . . there is a better way.**

Now if you're like us and didn't start out in life with a fat bank account, it's okay because the Network Marketing Home Based Business Industry allows you to create leveraged reproductive residual income by helping others to succeed.

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The **Good News** is that the Network Marketing business model provides the ability to create leverage and this is how **Financial Freedom** is achieved. There are a few folks who have lots of money or are able to create leverage through big investments.

Think of leverage like an oil well that produces while you sleep. **Leveraged Reproductive Residual Income** is like waking up and your oil well had babies while you slept!

If you're going to invest your time building a business you should choose an opportunity that can not only compensate for your immediate efforts (like if you have a bill due next week) but also will provide increasing income opportunities long term.

Also, look for a **weekly pay plan**. You spend money weekly, you should be able to bank income weekly. Many companies only pay you monthly. Weekly pay plans are **inspiring for your team** because people can make money right away. If it is an entire month before you see the fruits of your labor, it can be very disenchanting. Month after month, year after year, anytime your customers or teammates make a purchase, you should be paid. Let us give you another good example. If you are currently an **Uber or Lyft driver** you are only being paid for the time you are driving passengers. If you're not driving someone you're not making money. You're also subject to being automated out of a job in the not-so-distant future as **driverless cars** are already on the road.

You should look for opportunities that have long-term longevity potential. What we call a Legacy company. This is what creates leverage and a strong reproductive residual income stream that can provide you with true Time & Money Freedom.

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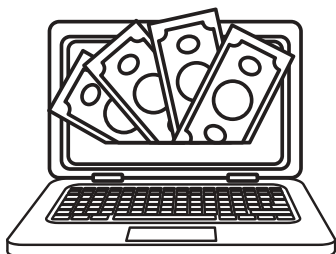


## Element #4

Element #4 is the **Systems, Support, & Training Tools** available to help you build your business. While a great product or service is a necessity in order to create Leveraged Reproductive Residual Income, it's not about what you do - it's about what you & others can **duplicate**. Generating a lucrative stream of **Passive Income** will rely heavily on you having powerful & proven business processes that allows everyone to leverage their time by **taking advantage** of the internet, social media, and other communication tools.

**Established training systems** are key because you want to be able to plug the newest rookie on your team into a duplicable system so that they can run as fast as they would like. There should be **training and education** on how to use these systems and tools as well as access to the people and **leaders who have already created success** to **mentor you**. Make sure that your success team above you haven't gone into retirement mode.

The company as well as the field should be using the latest, cutting edge technologies of communication. Mailing packages are a thing of the past & antiquated. Electronic communication is here to stay.



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## Element #5

And the 5th Critical Element is **Timing**. Contrary to popular belief timing is not about getting in as early as possible as over **90% of startups** don't make it eighteen months. Beware of the latest, hottest sounding opportunity. Ideally you want to catch a company that is **post risk and pre-momentum** and showing consistent signs of growth. If you can find a company that has already established itself but hasn't yet went into their **vertical growth phase** that is ideal. Well there you have it. Those are the five critical things to look for when evaluating a new business opportunity.



Now that you know what Elements to look for, we will be **following up** with you via email or Facebook Messenger to share an Example of a Company that has **ALL** of the Five Elements so you will have a **real world comparison** to the other opportunities you're evaluating. If any opportunities you are looking at **falls short** in any of the five elements or **if you'd rather not take the time** to go through the thousands of options out there by yourself, you'll have the opportunity and the option to take a look or join a business that we will share with you by clicking on the **Show Me Now** button. **If you'd rather not wait** for each days emails (5 total) you can click on the Show Me Now button in any of the emails. Whatever you decide to do, we hope you found this **information valuable** and wish you all the best of success both with your **Business Endeavors** and your **Personal Life** as well.

**SHOW ME NOW!**

<https://bit.ly/2HJ2Chi>

*If you like what you see, we'd be honored to work with you to help you be successful.*

*If we are not a match, rest assured we will not hound you!*

*We've never twisted arms and we won't twist yours either!*