

Top Benefits of Owning a Home-Based Business

1. Low Risk. You can create a business and generate business without having to develop a product or create marketing/sales materials. The corporate company typically does that for you.

2. Residual Income. As you build your organization, you are compensated for your growth.

3. Flexibility. Whether you're a full-time mom or work a normal "day job" doesn't matter—it's up to you how much time and effort you put into your business. And you decide when you work.

4. Time leveraging of others. Like mentioned previously, the efforts of your organization (downline) benefits you—the more you train and work with them, the more it benefits you as they succeed.

5. Decision-Making. In network marketing, you are your own boss. As a result, you get to make the decisions that make your business what it is.

6. Tax Benefits. As discussed in this brochure, running your own home-based business can substantially lower your tax burden by allowing for various deductions, including office expenses, vehicle costs, business travel, insurance costs and many others.

Change Your Life with a Home-Based Business

Some people are skeptical of home-based businesses, especially those involving network marketing. But as you can see, there are some terrific advantages to building your own networking business. The truth is that today, millions of individuals have built very successful network marketing businesses—both full- and part-time—that bring in from a few thousand to millions of dollars each year. And not only is their financial outlook more stable; they enjoy more time, flexibility and the satisfaction of successful business ownership.

If you'd like to explore more the opportunities that may await you within the home-based network marketing industry, contact the individual who gave you this brochure. Who knows? It could change your life!

What They Don't Want You to Know About

Home-Based Businesses



Are you tired of being tied to your job? Do you daydream about a day when you can do what you love and still have time to be with the ones you love? Are you postponing life until retirement? Do you believe that the only way to have Financial freedom later is to sacrifice personal freedom now?

What's Your Financial Outlook?

The statistics on financial security in America are more than a little scary: in December 2007, the national unemployment rate in the U.S. was at 5 percent, up from the low of 4.4 percent in 2006. Perhaps more disturbing, U.S. foreclosure activity for 2007 went up an amazing 75 percent. Bankruptcy statistics are equally distressing: nearly 790,000 people filed for bankruptcy in 2006. Of those, two out of three people had suffered a job loss; half had a serious medical problem. The average age of filers was 38 years old.

These statistics may be discouraging, but you don't have to wait for misfortune to strike. There are things you can do to strengthen your financial security now, and you can have financial success without giving up time doing the things you love with the ones you love.

"If you really want to learn to be rich, you must begin to understand the power found in networks. The richest people in the world build networks."

—Robert Kiyosaki, on the concept of network marketing



sound concepts
creative business solutions

© 2008 Sound Concepts.
To order additional copies of this brochure call 1.888.285.6317
or visit www.ReadingIsLeading.com



5 Things They Don't Want You To Know About *Home-Based Businesses*

Below are 5 things you may not know about home-based businesses that could solidify your financial outlook, increase your opportunities, and improve your life!

1 | A good job isn't always a good job.

Both the driven overachiever and average Joe employee have one thing in common: the desire for a "good" job. We either want to find one or keep the one we've found. But what happens if the good job isn't really all that good?

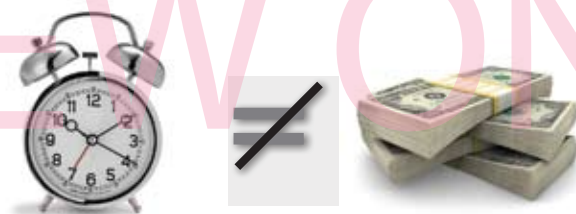
"Good" might mean stable or acceptable or simply a job you thought you wanted that seemed like a good choice at the time. Some of us get promoted into our "good" job; others take it because we need it to pay the bills or it is on our "approved" career track. But how good is a "good" job if it requires you to sacrifice too much time for too little financial return?

Many of us would say we have a good job, when in reality we have a J.O.B.—as in, "just over broke." Too many of us live perpetually in this condition, where we are merely one or two paychecks away from financial failure. And at what cost?

2 | You don't have to sacrifice your life to make money.

Too many people feel that the only way to get ahead is to dedicate every spare hour to their job, even an unsatisfying and underpaying one. In short, we're trading our time for money. Unfortunately, more time at work doesn't always mean more money. However, it always means less time for family, friends, hobbies and vacations. Do we really have to put off living until retirement?

Going into business for yourself with a home-based networking business allows you to earn more money than you might from a typical "nine-to-five" job. Perhaps more importantly, it doesn't require you to sacrifice your life or postpone living in order to have financial success and long-term security. And you become your own boss, controlling your time and schedule.



With good time management, less time could even mean more money!

3 | A home-based business doesn't have to be a full-time commitment.

Although some people choose to go into business for themselves and leave their day jobs completely, many others choose home-based networking as a part-time career opportunity. This allows for the security and employee benefits of traditional employment, while still offering the capability to earn extra cash. This is also an option for the stay-at-home mother or retired individual just looking for supplemental income without a full-time obligation.

Today, tens of thousands of individuals successfully operate a part-time home business that generates anywhere from a few hundred to thousands of dollars of income each month.

4 | A Home-based business can ease your tax burden.

Although employee benefits associated with working for someone else, including 401K, health insurance, and having someone else handle your income and social security tax withholdings to the IRS may seem appealing, in reality, there are far more benefits—especially tax benefits—to being self-employed.

"Network Marketing has proven to be a viable and rewarding source of income... there have been some remarkable examples of success."

—Donald Trump,
Why We Want You to Be Rich

Not only are you your own boss, but you also have far more control over what your taxable income will be because you now have the opportunity to take advantage of business tax deductions. Home office expenses, vehicle costs and mileage allowances, retirement and medical savings accounts, personal health insurance premiums, business supplies and related costs, business travel expenses and even credit card interest from business purchases may be deductible, which can significantly reduce your overall tax burden.

5 | You already network every day!

Some people may be put off by the nontraditional nature of a home-based networking business. Although others may see it as strange, in reality, we all network every day—with friends over lunch, coworkers at the office meeting, acquaintances at a cocktail party, and perhaps a stranger in the line at the grocery store. You could even say networking is part of human nature. You might as well get paid for it.

From what car to buy or health club to use to what brand of jeans we wear or orange juice we drink, networking influences the purchasing decisions we make all the time. Advertisers and retailers don't like to acknowledge the power of word-of-mouth in influencing sales, but that doesn't mean it doesn't exist, or that it can't make you money!

By the Numbers

45% Percentage of workers who say they are either satisfied or extremely satisfied with their jobs

20% Feel very passionate about their jobs

33% Percentage of workers who believe they have reached a dead end in their career

21% Percentage of workers who are eager to change careers

*2005 Career Vision/Ball Foundation

