

STEP BY STEP WITH MONEY, Week 6

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Ben Ho was amazing last night. I can't wait for tonight's event. Wow, you all in Christchurch have a great opportunity over the next two days. Ben shared live events that are impacting us now and will affect our future. It is scary and the opportunities are amazing.

This week my focus is on the **lifestyle benefits of residual income with Network Marketing**. These benefits are quite important and this topic will be further explored next week.

Let's start by focussing on the Parthenon, you know the one in Greece. It is approximately 1,500 years old and it has around 65 columns. Keep this in your mind as we will come back to this.

Residual income is when you continue to receive income after you have done the work. In our business, residual income looks like this, you work with a new business partner. Your new business partner builds their own team and your involvement diminishes. Because you helped to improve their life you continue to get paid on the work performed by your business builder and their team. Similarly, with a customer, you educated them on the benefits of the 90 for life. You had several conversations with them and now they continue to order the 90 for life without your input and you continue to receive your commissions because you improved their life.

You may be aware that there are not that many ways for you to develop residual income. You could write a book or a song and receive a royalty each time it is downloaded. You could purchase real estate, shares on the stock market or invest in a business. You make the purchase once and you receive rental income (after expenses), dividends from shares (if paid) and a share of the profits of a business (once successfully developed).

If you are like me, the reason you think of residual income is because you may have one source of income (likely, your job) and if you lose your job you may have no income and the life you were building is on the verge of destruction. This is where the Parthenon comes in, 65 columns on the Parthenon, I would argue that if a couple of columns fall down it will still stand.

If you build your own Parthenon then it does not matter if you lose your job, the life you are building will still stand. **This is the great thing about Network Marketing and residual income.** My friend Manfred mentioned it in a talk we did and a lightbulb went off in my head.

If you want to build you columns for your Parthenon, you may decide to employ the various methods I mentioned above. They are all possible and I am not discouraging it. You have to know that they each require a certain skill set. For example, the skill set for writing a book, a song, purchasing investment real estate, buying shares or investing in your business all requires time, specific knowledge, expertise and costs.

Most of us are working at a job and have family demands on our time. That is just the way it is and there is nothing wrong with it. If we want to write a book, we have to find the time to research our topic then learn a marketing skill to get the book published. If we want to invest in real estate, we have to review the market, location and buy the time we purchase the market may have changed. The same goes for shares, etc.

However, with Network Marketing, you learn the skill of leadership, teamwork etc. to develop business builders and support customers. Each business builder is a column on your Parthenon. When you learn about writing and marketing a book, song or buying real estate to develop your various columns, you spend a vast amount of spare time learning different and unrelated skills. Your leverage on your time is reduced because you have to learn something new each time to develop a column. However, in network marketing you spend the same amount of time learning one set of skills, using them and improving on them, while you build each column. This saves you time and provides you with better leverage to create your residual income for your life.

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