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HOW TO CHOOSE A PRODUCT AND COMPANY

*Don't knock your competitors.
By boosting others you will boost yourself.
A little competition is a good thing
and severe competition is a blessing.
Thank God for competition.*

— JACOB KINDLEBERGER

The benefits of a good financial plan depend on the purchase of good products; products that give value for money and perform as promised. Similarly, products make or break an MLM business. Good quality products form the cornerstone of success for the established MLM companies. It is this quality and customer satisfaction of products that keep MLM distributors going on long after the bright lights and fanfare have faded away. For those looking for a long-term stream of income, the company behind the products must be financially sound and have management that adopts a long-term view. The future success of the business depends very much on the company's management skills, vision, and commitment to its distributors.