

COLUMN | PARTY PLAN

Party Plan and Network Marketing

Two types of businesses in the home based direct selling industry.

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The Party Plan and Network Marketing are two types of businesses in the home based direct selling industry.

In today's economy the best way not to become an economic statistic is to own your own home based business. Getting the gold watch after a life time with a company is as rare as that gold watch. The loyalty today in working for a company is a thing of the past.

Those people who take control of their own economic future are going to be the one's that survive the best.

Starting a home based business is one of the best ways not only to survive but also prosper. Venturing into the direct selling industry allows you a path to succeed in ways that you would never have imagined. The success lies in one secret:

It doesn't matter if you take the network marketing route or the party plan route, education is the answer.

Both the DSWA and The Network Marketing Magazine are dedicated to your success in the business you get involved in.

Your success will be dependent upon following your interests and desires.

You can financially succeed in both businesses if and only if you are involved in a business you are passionate about. Choosing a business that fits your personality is the key. Choosing a business that fits the way the business is done is also the key. This is the reason why education is important.

When you learn the methods of doing business through network marketing or through party plan, you will start leaning toward one method or the other that fits your personality. At that point you can then start searching companies that market products or services that you are passionate about. This sorting process is important because, when this results in a GREAT fit, the money will always follow.

Spend the time to go through this exploration process and start on the road to taking control of your economic future. One last thing, you don't need to go through this important process as a newcomer to the business.

If you're not satisfied with where you are at in your present business, go through these steps and get back on the success track!

Aim high!

George Madiou

Publisher and Co-founder

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George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.