



5 ESSENTIAL KEYS TO CHOOSING THE BEST NETWORK MARKETING COMPANY FOR YOU

**FOLLOW YOUR PASSION
TO LIVE YOUR DREAMS**

Dr. Gillian Lockitch



**THE GROWING OLDER LIVING YOUNGER PROJECT
NETWORK MARKETING PROFESSIONAL TOOLS**

This information is provided for educational purposes only.

© 2021 Dr. Gillian Lockitch

FIND YOUR NETWORK MARKETING NICHE

The richest people in the world find and build networks; everyone else looks for work (Robert Kyosaki)

On her 70th birthday, when **Dr. Gillian Lockitch** started her network marketing, health, wellness and anti-aging business, it was by sheer chance that she partnered with a company leading the epigenetic, anti-aging science industry AND found a heart-centered, energizing, supportive team of mentors. After being approached multiple times by people hoping to recruit her to their MLM company, she created her system of 5 Essential Keys to evaluate other network marketing opportunities against the billion-dollar global, health, beauty and anti-aging company she still represents today.

An international speaker and author of *Growing Older, Living Younger: The Science of Aging Gracefully and The Art of Retiring Comfortably*, Dr. Gill is host of the Growing Older, Living Younger Podcast, founder of the *Growing Older, Living Younger Project*, as well as leading her global team of independent, opportunity-oriented entrepreneurs.



NETWORK MARKETING PROFESSIONAL TOOLS

2

This information is provided for educational purposes

READ THIS FIRST

Before you even begin to work through the 5 Keys to choosing the right network marketing business for you to earn a passive income, it is important to define your main business objective.

WHAT IS YOUR PRIMARY GOAL FOR THIS BUSINESS?

- Is this just a side hustle to earn EXTRA DISCRETIONARY INCOME?

- Do you NEED ADDITIONAL INCOME to SUPPLEMENT your primary income source?

- Are you looking to REPLACE YOUR WORK INCOME and build a 'work-anywhere' fulltime business?

- Do you want TOTAL FINANCIAL FREEDOM TO LIVE YOUR DREAM LIFE?

Having identified your primary goal, using the 5 keys will support you in making the right choice for now, as well as looking to the future when your goal might change.

THE 5 ESSENTIAL KEYS TO CHOOSING THE NETWORK MARKETING COMPANY THAT ALIGNS WITH YOUR GOAL

1. UNDERSTAND GLOBAL CONSUMER TRENDS
2. FOLLOW YOUR PASSION
3. EXPLORE THE PRODUCTS
4. DO YOUR DUE DILIGENCE ABOUT THE COMPANY
5. EVALUATE THE AFFILIATE MARKETING SYSTEM

KEY 1.

UNDERSTAND GLOBAL CONSUMER TRENDS

A rising tide lifts all boats (John F. Kennedy)

HERE IS A LIST OF SOME MAJOR CONSUMER TRENDS IN 2021

Technology

Digital and cloud computing

Business on your Smart Phone

On-line Shopping and Courses

Applied technology

Artificial Intelligence

Social Media Marketing

Gig Economy and Affiliate Marketing

Work from Home

Flexible schedules

Multi-Billion Dollar Industries/ Products

Health, Fitness and Anti-aging

Digital coins

Personal Development

Financial Planning

Other consumer trends

Leadership and Coaching

Planet Stewardship

Ecological travel

NETWORK MARKETING PROFESSIONAL TOOLS

KEY 1 - 2

UNDERSTAND GLOBAL CONSUMER TRENDS

Example

The **GLOBAL HEALTH AND WELLNESS INDUSTRY**

2015 3.7 Trillion dollars

2018 4.2 Trillion dollars

Multi-Billion Dollar Industries within this sector

Anti-Aging

Health and Fitness

Weight Loss

Skin Care and Cosmetics

Mental Health and Personal Development

Projected Growth

Examples of Multi-Billion Product Opportunities

Home Spa and Beauty Devices

2021- \$14 Billion

2031- \$ 68 Billion

Ingestible Collagen

2014 - \$ 50 Million

2020 - \$ 293 Million

2025 - \$ **6.5 BILLION**

NETWORK MARKETING PROFESSIONAL TOOLS

KEY 2.

FOLLOW YOUR PASSION

Choose a job you love, and you will never have to work a day in your life. (Confucius)

FIND YOUR PASSION:

What are your hobbies?

What makes you happy ?

What things do you like to share with others?

Write down the top 3 things that would fill you with purpose very day

1. _____
2. _____
3. _____

Return to your current business goal

Do you want to REPLACE YOUR WORK INCOME
or have TOTAL FINANCIAL FREEDOM ?

Do any of the choices you made above show up in the top consumer trends?
If so, these are the places to start your search.

Do you just want EXTRA DISCRETIONARY
or SUPPLEMENTAL income ?

Are there any trends that pique your interest though they
may not be your ideal choice right now?

NETWORK MARKETING PROFESSIONAL TOOLS

KEY 3.

EXPLORE THE PRODUCTS

Take care of your body, it's the only place you have to live (Jim Rohn)

Example – Researching Consumer Products in
The **GLOBAL HEALTH AND WELLNESS INDUSTRY**

AVOID THE MINEFIELDS OF UNVERIFIED OPINIONS
CAN YOU GET YOUR RESEARCH QUESTIONS ANSWERED
DIRECTLY FROM THE COMPANY WEBSITE

Are scientific claims valid or just unsubstantiated hype?

Is there a qualified research team of multi-disciplinary scientists?

Are clinical studies made available to consumers?

Do they list publications, presentations, patents ?

Can you assess the product quality?

Do they have a Quality Assurance program?

How complete is consumer information and documentation ?

As an affiliate what product training can you rely on?

How comprehensive are product information sheets?

Is the science explained in easily understood sections of the website?

NETWORK MARKETING PROFESSIONAL TOOLS

KEY 4.

STUDY THE COMPANY

Great companies are built on great products (Elon Musk)

Here are some of the key criteria to consider when evaluating a network marketing company :

- Is this a well established, financially stable company?
- Is it publicly traded, with complete financial transparency?

- Do they have an established history of award-winning products ?
- Do they consistently produce innovative, leading-edge products?

- Can you build your business in any region where they operate?
- Do you have to purchase and then distribute products or does the company deliver direct to your clients?
- Is the compensation plan designed to foster collaboration and support rather than competition?

- Does their ethical and philanthropic mission align with yours?
- Can you tour the corporate headquarters and meet with management?

KEY 5.

EVALUATE THE MARKETING SYSTEM FOR AFFILIATES

Lots of people will want to ride with you in the limo but what you want is someone who will take the bus with you when the limo breaks down (Oprah Winfrey)

Here are key criteria to evaluate a network marketing affiliate program

- What is the cost to start your business?
- Are there mandatory packages to purchase?
- Are there weekly or monthly minimum purchase requirements?

- Is the compensation plan simple to understand and teach?
- Is the compensation plan designed to foster support at all levels?
- Is compensation exclusively based on product sales?

- What onboarding support and training is provided ?
- Are free online training and marketing resources provided?
- Are free websites are provided?
- Is there social media marketing support with free assets?
- What personal development training and resources are provided?

- Is there a variety of events that your team and prospects can attend?
- Are there additional incentives that one can earn?

HOW DOES THE PHILOSOPHY OF YOUR SPONSORSHIP TEAM ALIGN WITH YOUR GOALS AND ASPIRATIONS?

NETWORK MARKETING PROFESSIONAL TOOLS

HOW DOES MY NETWORK MARKETING COMPANY STACK UP?

Is this a well established, financially stable company?

✓ Founded 1984 in USA, In Canada since 1990, now > 50 countries

Is it publicly traded with complete financial transparency?

✓ On New York Stock Exchange since 1996

Do they have an established history of award-winning products ?

✓ Numerous awards for health, wellness, anti-aging products,
AND company management, culture and philanthropy

Do they consistently produce innovative, leading-edge products?

✓ With frequent new 'blue ocean' windows of opportunity

Can you build your business in any region where they operate?

✓ In over 50 countries (AmericaS, Asia, Europe, Africa, Australasia)

Do you have to purchase and then distribute products?

X NO. Customers shop in their own online store and products are delivered directly to them

Does the compensation plan foster collaboration and support? ✓ Yes.

There are no separate legs competing within a team. The person you sponsor today could surpass your earnings tomorrow.

Does their ethical and philanthropic mission align with yours?

✓ The philosophy of being a force for good, the mission, and goals align perfectly with my goal of aging well and in good health.

Can you tour the corporate headquarters and meet with executives and scientists

✓ Yes. There are tours of headquarters **AND** the research facilities

HOW DOES THE AFFILIATE PROGRAM STACK UP?

What is the cost to start your business?

There is NO cost to register and start your business

Are there mandatory packages to purchase? Are there weekly or monthly minimum purchase requirements?

No mandatory packages, weekly or monthly minimum purchase requirements

Is the compensation plan simple to understand and teach?

Simple, clear and straightforward

Is the compensation plan designed to foster support at all levels?

Yes, it fosters collaboration not competition

Is compensation exclusively based on product sales?

Yes, all commission is based on product sales volume

What onboarding support and training is provided ?

The sponsor and sponsor's team provide as much onboard training and support as an affiliate puts into practice

What free online training, websites and marketing resources are provided?

You get your own account website plus your unique marketing websites and resources on computer and smartphones

Is there social media marketing support?

Social media pictures and videos are free to use within company guidelines about allowable claims and terminology

What personal development training and resources are provided?

There are numerous online and in-person events and trainings at all levels

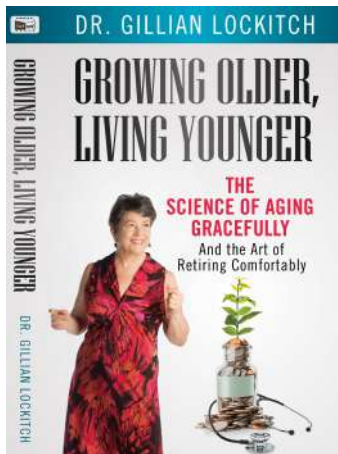
Are there additional incentives that one can earn?

You can qualify for 2 Success Trips a year, starting June and January each year.

THE GROWING OLDER LIVING YOUNGER COMMUNITY

You can register for a free copy of my book at gillianlockitch.com – just pay for shipping (Canada and USA)

The Kindle version is available at Amazon for a special rate of \$USD 2.99



To learn more about unleashing your personal epigenetic superpower, extend your healthspan or find out about kickstarting your network marketing business.

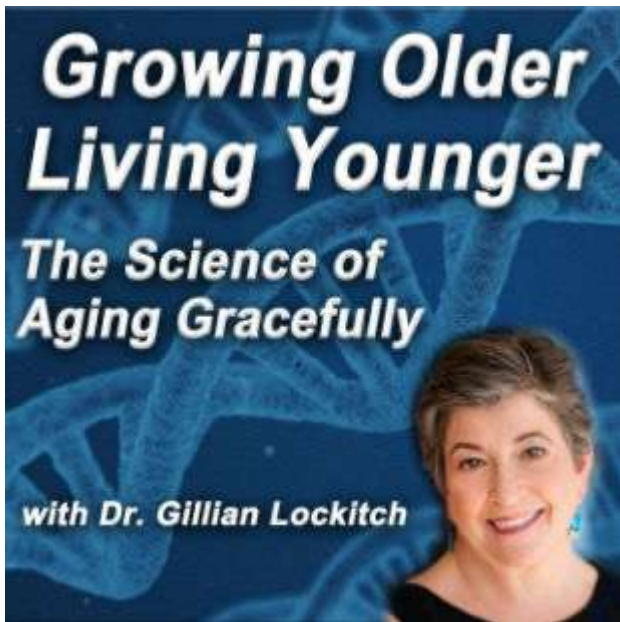
book a complimentary **DECELERATE YOUR AGING** Discovery Call

<https://calendly.com/askdrgill/30min>

or email me at askdrgill@gmail.com

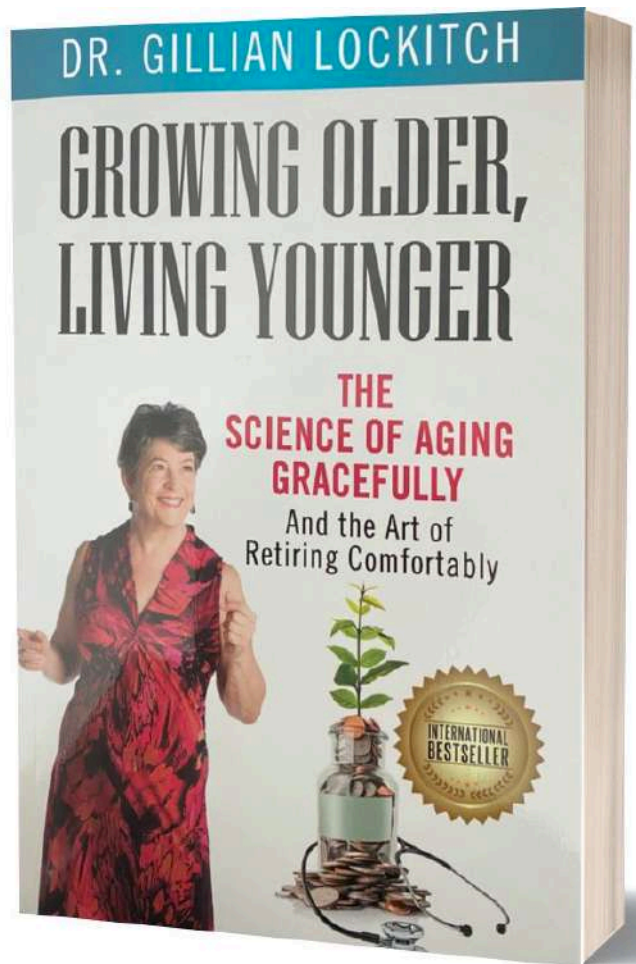
Network Marketing Professional Tools

The Growing Older Living Younger Project



Listen to my podcast
Subscribe
Rate
and Review

Visit the website at
www.askdrgill.com



Enjoy the book



Welcome to the Growing Older, Living Younger Project

The Growing Older, Living Younger Project will empower you to change your aging process at the cellular level, to feel vibrant, healthy and energetic as you age. Through the lens of epigenetic science, we will explore the small steps you can take on a daily basis, to change your aging trajectory and promote health span over lifespan.

New research reveals that what you think, how you move, what you eat, how you interact with others, stimulate your mind or challenge yourself, can modulate expression of your genes. You inherit your genetic blueprint from your parents. But you construct the person that you become.

The GOLF Project Roadmap to healthy aging is based on modulating gene expression through lifestyle changes in 6 core areas, as introduced in my book *Growing Older, Living Younger: The Science of Aging Gracefully and the Art of Retiring Comfortably*.

This website is your hub for all things related to The Growing Older, Living Younger Project. The GOLF Project Blog, Podcast links, Sources and Resources. Join the Growing Older, Living Younger Project Facebook group, invite your friends to join and let's start a movement to build a GOLF-Generation of SuperCentenarians.



Dr. Gillian Lockitch

This information is provided for
educational purposes only.

© 2021 Dr. Gillian Lockitch