

Finding the right Business Opportunity

Are you looking for a change?

For things to change, you have to change

Do you want to be successful?

How would you go about looking for a business opportunity?

Step 1 – You have a choice of the type of company structure:

- Own business. Often the most difficult part of starting your own business is coming up with an idea you think will sell. You then need to learn all the aspects of running and managing a company and creating your own business system. This is something we've done in the past, but we found it quite isolating and very difficult. We have learnt through our business education that copying other successful people and, where possible, buying into their already proven systems can be a faster route to success. Franchise. A franchise is a proven business system, which someone else has created and made available for use. Franchises can be a great place to start learning about business, as the system is taken care of. This means you can focus your skills and learning in other areas. The down-side to franchises is the cost; which can often run into thousands of pounds.

- Network Marketing. This is a growing industry and an acknowledged business structure; now taught at the Harvard Business School. Like franchises, you buy into a proven system with network marketing, but the initial outlay is much lower. Thousands earn annual incomes of £60,000 and more with network marketing (Entrepreneur Magazine) and experts predict a boom in this industry.

If you selected your own business or a franchise, we wish you the very best of luck. If you chose network marketing as your favoured option, read on.

Having selected your business structure, you need to think about which industry you should work in. Most business advisors will tell you to look for a problem, to which you can provide a solution…

The world is currently witnessing a fast-food phenomenon. Obesity has reached epidemic proportions, with 65% of men and 50% of women either overweight or obese. Worldwide obesity rates are set to double in the next thirty years, Type 3 diabetes (which is related to obesity levels) is rising, Coronary Heart Disease accounts for over 120,000 deaths per year and cancers are on the increase.

The market potential in the wellness industry is unlimited. The effects of unhealthy lifestyles are in the news every day. Antioxidants and Omega 3s are commonly known words and people are more health conscious than ever before. National Governments are running health campaigns to increase awareness of the negative effects of The Modern Diet.

So do you think Wellness could be a good industry to work in? If so, read on…

Having decided that network marketing is the best business structure and that wellness is a growing industry, you now need to find a company that works in both of these areas. The great news is that our company is the best company in network marketing and the best company in the Wellness Industry. If you believe in chances in life, give us a call and come and see us to find out more on 01229 580220 or email opportunities@wishingwellness.co.uk