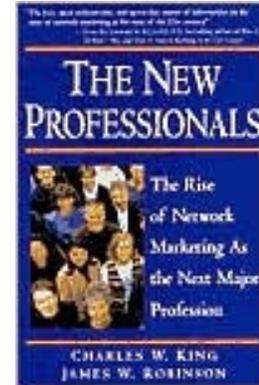


# THE NEW PROFESSIONALS

By Charles W. King & James W. Robinson

*“The Rise of Network Marketing as the Next Major Profession”*



Every year, thousands of men and women leave established, lucrative careers to pursue new opportunities in the booming network marketing industry – an industry that is now attracting former lawyers, doctors, CEOs, university professors, stock brokers, company managers, professional athletes, real estate developers, small business owners and others seeking independence and financial rewards – all of whom poured years of hard work into preparing for and building lucrative careers – walk away from the success and money and don't look back.

They've all joined the ranks of the New Professionals. And many of them have decided to embrace an industry they had once laughed at and swore they'd never touch – network marketing.

Investment guru and author Robert Kiyosaki sums it up this way: "It's time for people to begin minding their own business. A job means you're being paid to mind somebody else's business. In this new economy, you're paid to mind your own business. The idea that you can go to school, get good grades, find a safe, secure job, and have the company and the government take care of you is fundamentally of the Industrial Age. It was a good program – as long as you were born prior to 1930."

According to *Success* magazine, a person 35 years old today making \$60,000 will need \$150,000 a year at age 65 just to maintain his or her current lifestyle. That means this person would have to save \$44,000 a year – 100 percent of after-tax income – to live at that level in retirement.

Many Americans are taking some steps to prepare. Twenty-five million people participate in 401k plans that collectively have amassed a trillion dollars in assets. Thirty-seven percent of U.S. households invest in mutual funds. Yet, only an estimated 2 percent who reach the age of 65 are financially independent.

With its emphasis on a flexible business opportunity, access for all, and the value of residual income, network marketing responds to the desire to be financially secure upon retirement.

When it comes to the quest for time freedom, network marketing remains light-years ahead of traditional employment and business ownership. Helping people regain control of their lives and allowing them to better balance the competing priorities of career and family is a major attraction to and contribution of modern network marketing.