

# Being honest will make your business last.

by Ryszard Lagodka



About twelve years ago I started my journey with "Network Marketing" or "People's Franchise" (as I prefer to call the business I'm in). During the years I have been exposed to all possible types of approaches to getting involved in business ventures. I have looked into hundreds of opportunities but I've tried only three companies as my testing ground in the people's franchise. I succeeded in all three of them. The first two companies, when I realized that their income claims were not true, I had to stop working only months after starting full time. What I called a success then and what I call a success now is the same idea I had even before I got involved in this industry, and that is being true to me and to others. I simply could not exaggerate; I just simply could not lie or take other people's money knowing that there was no chance for their success. I knew that I could have made more money in my previous ventures, a lot more, but would I have felt good? I don't think so. There is a great advantage in being honest - the satisfaction that you have tried your best without misleading others. This is part of what I call a success. People who sense your attitude of being true to them will stay with you for a long, long time. They will move with you, as people moved with me, if you decide it's time to change companies. Sure, it is difficult to be aggressive and honest at the same time but what is the alternative - to be a successful liar? I don't think so. It is possible to be competitive and honest at the same time. You must find the right people and the right company. Clearly, success only comes with hard work. To succeed in the people's franchise you must either be or find a good sales-person, and this is not easy. Work with honest people only. Your sponsor should be working for you and not the other way around.

Finally, in order for you to be honest you must be involved in an honest opportunity. Please make sure that the product you are selling is a truly good product, the company is an honest company and the people you work with are truly the people who "do not need you but who deserve you". If all of that is where you want it to be you should be a truly successful entrepreneur. The business where you can exercise your integrity and make a good income is the business you should be involved in. There is something I want to comment on and that is that there are good opportunities out there, but maybe people involved in them do not have high ethical standards. This is a true problem. Any company has some bad apples. The company I'm involved in has relatively few of those and I hope it will have fewer. The image of the business you are actively working should be as clean as possible and you should be helping the company to achieve the best results in that matter. There is a problem here - some companies create the problem of trust. Too much

**hype, inflated company sales volumes, "sleaze" ad campaigns, annual earnings reports, etc.**

**I am in the process of receiving a large compensation check as the result of a class action suit filed against one of the companies I was formerly associated with.**

**Remember that if you have evidence of a companies' wrong doing you can create some legal problems for that company. You should only ask for the best and never let the company take your dreams away. I did not mention that out of the three companies I was working with towards a success only one (the present one) is the one that meets all of my requirements. To find out what network marketing company is the best choice for you please check the Better Business Bureau, call Profit Now magazine or MLM Insider magazine and find out how they rate the company you might be excited about. More comments in the next issue of this publication. Now I'm on my way to making a true fortune. If you have any additional questions, please call 800-509-9746. I will be happy to answer any other questions concerning this topic. Good luck,**

**Ryszard Lagodka.**

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