

A Business Where Women Excel

by Kim Kiyosaki

Excerpts from 'Business for the 21st Century' by Robert Kiyosaki by Shirley Tyson

Network Marketing is a powerful business for women.

It is populated by more than four times as many women as men. According to the Direct Selling Association, of the fifteen million people in the United States who are in network marketing, about 88 percent are female.

Building a network marketing business is uniquely compatible with the demands of raising a family.

Network Marketing is a **relationship** business. It's not a business that revolves around making *sales*; it is a business that revolves around making **connections**. It's about establishing relationships, coaching, and training, and teaching and mentoring.

The supporting, coaching, nurturing relationship of a network marketing sponsor to her growing network of apprentice networkers is the kind of relationship and interaction in which **women excel**.

1) The Statistics:

The statistics about women and money are startling. The following are U.S. statistics, yet for other countries throughout the world, the statistics are very similar or are trending in the same direction.

- 47% of women over the age of 50 are single; in other words, they are financially responsible for themselves.
- Women's retirement income is less than that of men because as the primary caretaker for the home, a woman is away from the work force an average of 14.7 years, as compared to 1.6 years for men. Add this fact to the lower salaries women still receive, and you have retirement benefits that are only about one-quarter those of men. (National Center for Women and Retirement Research—NCWRR)
- Women are expected to live an average of seven to ten years longer than men (Ann Lettrecree, June 12, 2000), which means they must provide for those extra years. However, married women who are baby boomers can expect to outlive their husbands by fifteen to twenty years, on average.
- Of the elderly living in poverty, three out of four are women. (Morningstar Fund Investor)
- Approximately seven out of ten women will at some time live in poverty.

What do these statistics tell us? More and more women are not educated or prepared to take care of themselves financially, especially as they grow older. We've spent our entire lives taking care of our families, but have no ability to care for ourselves in this vital way.

2) Avoiding Dependency

You don't get into a marriage expecting a divorce. You don't begin a new job expecting to be laid off. But it happens, and today with more and more frequency.

Women, if you are depending on a husband, a boss, or anyone else for your financial future, think twice. *They may simply not be there*. Too often, we may not even *realize* just how dependent we are until we're faced with our own personal wake-up call.

3) No Glass Ceiling

Along with all the challenges facing the corporate employee in this post-2008 world, women still face one additional, huge obstacle: the infamous “glass ceiling.”

Yes, it’s true, even today: Because of our gender, women can move only so far up the corporate ladder. And for women 50 or older, trying to re-enter the world of corporate employment? You don’t even want to know.

In the world of network marketing, the very idea of a glass ceiling for women is ludicrous. Your network marketing company doesn’t care if you’re female or male, black or white, a college grad or a high-school dropout. It only cares about how diligently and effectively you build your network—and as I point out, there are four times as many women as there are men doing exactly that.

The key is your skills, education (I’m not talking about formal education as college, etc), and experience. There are no limits and no ceilings, glass or otherwise, for women in the world of network marketing.

4) No Limits on Income

Because of the glass ceiling and the still-present wage inequality between men and women in the job market, a woman is often limited in the amount of income she can make. Studies show that women with the same education and experience as their male counterparts earn about seventy-four cents for every dollar their male peers earn.

But a network marketing business is fully scalable. Regardless of gender, in network marketing, the size of the income stream you can generate by building your network is without limit.

5) Increased Self-Esteem

Personally, I think this is one of the greatest benefits and rewards to a network marketing business—and it’s one of the strongest reasons women become involved in the business. It’s not unusual for a woman’s self-esteem to be linked to her ability to provide for herself. Being dependent on anyone for your financial life can lead to a reduced sense of self-worth. You may do things you otherwise would not do if money were no issue.

I’ve seen women’s self-esteem soar once they know how to make it on their own financially. And when a woman’s self-esteem rises, the relationships around her tend to improve. Higher self-esteem leads to greater success, which ultimately leads to the greatest gift of all—freedom.

6) Control of Your Time

When it comes to devoting energy to building genuine wealth, one major impediment women often have far more than men is the simple matter of *time*. This is especially true for mothers who spend many hours taking care of children. I hear from many women, “After I come home from work, I have to get dinner ready, help my kids with their homework, and clean up the dishes. By the time everyone’s in bed and I have a free moment to myself, I’m exhausted!”

As a network marketer, you are in control of your time. This business is something you can do part time or full time. It is something you can do from your home, on the phone and computer, in the evenings, weekends,

anytime, anywhere. It is a business that can travel with you, that you can keep in your pocket, and that you can engage in half-hour increments, if that's what your schedule and circumstances dictate.

Wealth-Building is a Necessity

These six reasons support why women so strongly need to learn how to build their own wealth. The statistics prove how much times have changed for women and point out that our need for real-life financial education is no longer a luxury; it's a necessity. *Depending on someone else for your financial future is like rolling the dice.* The reward may be there in the end, but the risk is steep.

Glass ceilings and limits to income are what so many women have been fighting against for ages. Both disappear in the world of network marketing. And then two of the greatest gifts of all—a higher sense of self-worth and time to spend exactly as you want—can be yours.

Create Your Wealth ... and Have Fun Doing It

Whatever the compelling reason for your building a network marketing business, you have to remember one more thing, and that's to *have fun*.

Yes, it's great to think that you can earn an extra \$100, \$1,000, or even \$10,000 or more a month, and that you can avoid dependency and have control of your time, but if you 're not having fun, it can quickly lead to that same rut many find themselves in the corporate world. *You have to be passionate about what you do;* the lack of it will reflect in your bank account.

Know What's Important

I hear women all the time say they are too busy to get involved in a part-time home-based business. I tell them, "Here's the key to making your business successful: You have to look at your life, really look at it, and ask yourself, 'What is it that is so meaningful to me that I have to *have* it in my life?'"

What's important enough to you that you'll make the time and devote the effort to building a business that generates its own income, and then use that income to build wealth that will take care of you for the rest of your life? Because ***if you don't identify what that is, it's just not going to happen.***

I learned that this is the essence of being an entrepreneur: You have to ***go out there and make things happen.*** And the only way you're going to do that is if you know what is really, truly important to you, and you realize that the only way you are going to have that is to create it yourself.

NOTE FROM SHIRLEY TYSON: You have to ask yourself: "What if my spouse left me today (heaven forbid) by divorce or death? Would I be in the position I could financially take care of myself (and my children, if you still have children living at home) for the rest of my life?" If the answer is, 'Probably not'. Then do you have a plan?

I would highly recommend every woman purchase this book 'Business of the 21st Century' by Robert Kiyosaki from www.networkingtimes.com There's a CD also by the same title, but doesn't say all the book has to say. This would be a great investment for every woman to have in her library.