

## **Four Tips to Help You Start Your SFI Home Business**

You were looking for a work at home opportunity, and you found SFI. Perhaps you are just finding SFI now by finding this article. I will begin by saying this is not a get rich quick scheme. You can make as much money as you want with an honest effort. If you are looking for a way to become an overnight millionaire, you are in the wrong place. Stop reading this now and start looking for something else. (Are the lazy's gone yet?)

SFI is a self contained business opportunity. SFI provides all the materials and training you need to get started and build your business. It may seem overwhelming when you first log in and look around the SFI web site. If you start with small steps and work your way up to giant steps, you have a better than average chance of being successful. Here are the steps you should take to begin your business.

1. After you sign up, the first thing you should do is to log in to your account and fill out your affiliate profile. It will help you establish a direction for your business and goals to achieve. Make sure your sponsor can see your profile. A loyal sponsor will read your profile and offer assistance to help you achieve your goals.

Although, I will say it is not necessary to hear from your sponsor – ever. SFI provides training and materials to work on your own. I only heard from my sponsor twice in the time I have been with SFI. The first time was when I became EA, and the second time when he wanted me to buy something, I think. Establishing a relationship with your sponsor will give you the sense of team work and that is a tremendous plus.

2. Become an Executive Affiliate (EA) as soon as possible. To be an EA, you must accrue 1500 VersaPoints (VP) within the first 15 days of your membership then 1500 per month after that. That can be achieved by buying a product worth 1500 VP's or selling 1500 worth of VP's. The first month there are enough things you can do such as completing training that will give you 1500 VP's. When you log into your account, go to "My SFI to Do List". You will find the "Getting Started Actions". Complete those actions and you will have 1500 VP's. But those actions are only valid for the points one time. The second month you will have to do other things to get your required VP's. A note I will toss in here is, you are required to maintain 500 points per month in order to keep your membership. If, after two months, you do not maintain the required points, you run the risk of getting blitzed out of the system. This was done to assure those that were truly interested would make the required effort to stay enrolled. Before this was done I had a list of 100's and 100's of affiliates under me but only a small percentage of those affiliates, were active members. The others lost interest in the program. I like the requirement as it keeps the system from getting clogged with uninterested people.

I buy an International Association of Home Business Entrepreneurs (IAHBE) membership every month. I have a standing order so it is automatically renewed and I do not have to remember doing that. It is a terrific resource for building a home business. There is no requirement to buy anything ever.

3. Look at the compensation plan and understand what it means. You may acquire affiliates that will ask about how to make money and you want to be able to explain the compensation to them. It will also help you understand ways to increase your profits.

4. Promote your business. SFI provides you with banners and gateways. They are your advertising tools. The banners can be placed on a web page, in a newsletter or an email. It is clickable link that has your affiliate number embedded in the link. When someone clicks on that, you get the credit. The same is true with your gateways. They are advertising links to promote your business or products. I advertise the SFI opportunity and a few products. I also buy products I use all the time from SFI. That helps me build my commissions.

There are ways to advertise and market your SFI opportunity and products. If you think your family and friends might be interested in the opportunity, talk to them about joining your team. Perhaps set up an informational meeting to explain what SFI is all about. I have a web page I use for advertising. I have a few banners and gateway links on it. Currently, my goal is to achieve higher search engine rankings for my web page. Leave a flyer or business card on bulletin boards at your local grocery stores, library, and post office – any place that has a board you can use. Consider setting up a blog or email and write about home business, making money or anything you want. Add a link to one of your gateways or ad's at the bottom. If your blog or newsletter is interesting and you publish on a regular basis, you will find a following and find new eyes for your advertising. I put advertisements on free classifieds on the World Wide Web. I find the classified advertisements the long shot of all my marketing efforts but worth the effort as long as I get sign ups from it.

Marketing is the key to just about anything successful. Write down your marketing strategies and put those strategies into a plan. Then work your plan. When you have done working your plan, work it again. And Again. Do not be afraid to fine tune your strategies as you go along. Not everything will work the way you expect it to and you will need to fix or reinvent something. The things I do that work for me will not necessarily work for you. One thing to consider is to share your successful tips with your team mates. The more successful one is, the more successful everyone will be.

Good Luck!

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