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## Do You Know The Secret To Building A Home Based Business? Part 1 of 2

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A home based business is at the top of the conversations list around the world. Millions of people are talking with family, friends, co-workers, business owners, and more. It is not just the young that have become computer savvy and business minded.

People of all ages have a new entrepreneurial spirit. Many retirees are accepting the challenge of building a home based business as well. It seems everyone these days want to become an expert network marketer and earn their living with an online home business.

The business climate is changing fast and the home based business model is springing up all over the world. There are many reasons for the changes taking place and modern technology is at the top of the list.

Today, communications around the world is measured in milliseconds and a home based business can literally sell a product world wide in a fraction of a second. People are taking advantage of this new technology and building their home based business at little cost and the personal computer and the internet get the credit for making a home based business possible for everyone. Start using these magnificent business tools today, if you have not already done so, because now is the perfect time to start a home based business.

Experience has shown us traditional businesses can no longer be trusted to be around for the employee and many businesses are losing many of their experienced workers to the home based business model because of the entrepreneurial mindset. People are dissatisfied with employers and are seeking new and modern ways to make an income and become independent and job free.

The new entrepreneurial spirit is focusing on multi level marketing, network marketing, internet marketing, and affiliate marketing. Their goal is to leave the old ways behind forever! People feel let down by the old ways and established businesses of today.

Look at todays business environment! It is evident that bad business practices have caused many major firms to file for bankruptcy or ask the government for a bail out!

Many major industries are failing or close to failure. The situation is frightening and the companys employees will most likely loose everything if their company fails. Tenure, retirement, and dental and medical plans will all be on the chopping block.

People will be fortunate just to get back the money they have invested in company stocks and retirement plans like the 401k. The worst of it is the company does not let the employee know the situation until it is too late and that is why the employee ends up losing everything.

So, lack of trust is the second major reason people are looking for a home based business. Millions have already started their home based business and work it everyday after they come home from their jobs. They are serious about breaking

away from the old ways and many of them are already producing good results.

Many people start out to by learning the ropes with a multi level marketing company while others try internet marketing, network marketing or affiliate marketing. Whatever their choice, the new home based business owner wants to know the secret to building a home based business?

Now you know the real secret to building a home based business?

John Giusto and his wife June operate a successful home based business in one of the hottest areas on line, business and social networking.

Income Opportunity

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