



Due Diligence Can Be Easy!

Before embarking on any type of business venture, evaluating and going through the due diligence process is essential to determine if the opportunity is worthy of your time and energy. Here are six quick and easy steps to help you make an informed decision that will be right for you.

1. Company's Management Team

- What is the reputation of the person (partners) at the top? Google and research their names.
- What are the company's financial strengths and long-term growth plans?
- What has made them successful in their previous positions and business ventures?

2. Product Offering

- Is the product mainstream, unique enough and still have sex appeal?
- How does it generate repeat business and is it a consumable product?
- What is the price point and how affordable is it for your target market?

3. Target Market

- Is the industry poised for growth? e.g. the Wellness Industry is exploding into the trillions! \$\$\$
- Who is your customer? Baby boomers, generation X, generation Y?
- Who is your competition and how will they affect you?

4. Timing

- What stage of the marketing S curve is it in? Concentration phase is ideal.
- Are the expansion opportunities global and unlimited?
- What is your exit strategy - is the business sellable or willable?

5. Compensation Plan

- How innovative and competitive is the pay plan?
- How much is required to invest and how long will it take to see an ROI?
- Is there a leveraging system and duplicatable model to enhance earning potential?

6. Support & Training

- What kind of training, coaching & mentoring is offered?
- How open is the communication between corporate and the sales field?
- What is the opportunity for continuous learning and growth?

List out all the pros and cons and then once completed, check in with how you feel about the business venture – does it resonate with you? Do you feel more confident about the opportunity, now that you have done your due diligence? Does it get you excited? If you answered yes to these final questions, then you are ready to make it happen!