

**Marketing** or the MLM business, the one thing that usually comes to mind is a pyramid scheme. However, if you have any experience at all with Multi level **marketing companies** and the MLM business itself, you would know that this is not the case at all. Instead of cheating people out of their money through a pyramid scheme, MLM companies actually aim to help individuals joining the **business** to earn a living in a perfectly legal manner.

First, here's a quick definition of Multi Level Marketing. This is a type of **marketing strategy** where a person will be compensated for promoting a direct selling company - not only for the products that you will actually sale, but also for the sale of those who you introduced to the direct selling company or the MLM companies.

This is probably the reason why the term 'pyramid' was coined - but this is not necessarily a bad thing as far as the MLM business is concerned. What it simply means is that the wide the network that you have, the more opportunities for profit you will have.

### **Top 5 Reasons to Join MLM Pre-Launch**

Now, let's take a look at the top 5 reasons why you should join MLM pre-launch. Basically, it means that you will be joining new Multi level marketing companies even before they actually launch and expand in the market.

If you feel that joining a MLM pre-launch would be a risky proposition, then think again. What matters is for you to have a deeper understanding of how the new companies will operate so that you can take the necessary precautions to protect your initial investment.

Here are the top 5 reasons why you should join MLM companies in their pre-launch phase:

0. You can take advantage of free registration and other benefits of growing the widest possible network because you are the first one to join the MLM Company.
- . By joining a company in its pre-launch phase, you will be able to make an informed decision as to whether there's a big chance that the business will succeed or fail, and take the next step from there.
- . You can weigh the risks and potential benefits that you will gain by joining a company in its pre-launch phase.

0. If you are already an experienced network marketer, you already have an idea about how the business works and you can easily maximize the potential of your joining an MLM company in its pre-launch phase.
- . Finally, experienced MLM network marketers can capitalize on the earning potential by joining a company in its pre-launch phase.

As you can see, the benefits of joining an MLM company in its pre-launch phase are more geared towards the experienced network marketers - so if you are new in the business, make sure that you have all the information that you need and that you will carefully study your decision from all angles. This way, you will not end up saying that you lost your money in an MLM pre-launch.