

## **How To Properly Evaluate Any Business Opportunity**

Thanks for downloading our free report, brought to you by the Keep It Simple System Team  
(KISS Team)

We truly hope this report will help you avoid costly mistakes of lost time and money while on your journey to long term financial success.

This report includes an unbiased opportunity evaluation check-list and scoring guideline you should always apply before joining any program.

If an opportunity you are considering does pass this evaluation; you should then consider the benefits of joining through a Team that specializes in helping you promote that specific opportunity.

Promoting a program on your own usually carries very limited results when competing against well organized groups. Large groups can get exposure to the opportunity 24 hours a day, 7 days a week. They can also post advertisements to a vast array of Traffic Exchanges, Safe Lists, and Social Media.

Be sure to evaluate and compare Teams as well, as they would be the engine powering your success vehicle.

We hope you find this document to be the valuable asset and gift we intended it to be.

Save it, and apply it to any opportunity you are considering, or are currently involved with.

These timeless rules for running a successful business have always applied in the past, they apply now, and will continue to apply in the future.

Best wishes on your quest for success!

Brad Alguire,  
on behalf of:  
The KISS Team  
<http://kissteam.biz/>

Copyright © 2015 by Brad Alguire  
All rights reserved. This document or any portion thereof  
may not be reproduced or used in any manner whatsoever  
without the express written permission of the author.

## **Evaluating A Business Opportunity:**

### **(1) What are the claims being made, and what proof supports those claims?**

Many new businesses are not qualified by financial institutions to receive start-up financing. There are often no tangible assets involved to act as collateral or security to base a start-up loan on. This is especially true for online businesses selling digital products and services.

With insufficient funds to finance the business: many resort to exaggerated, false, or unsubstantiated claims to encourage buyers / investors to unknowingly provide the seed money for their business start-up. This is also an ulterior motive for the prelaunch of many businesses.

Claiming a company or its owner is hugely successful is done in the hopes of luring potential participants into financing the business through their purchases. This is known as the “fake it until you make it” strategy.

The money the participants pay in advance is actually used to begin to construct the business prior to its opening. That is why on the day the business opens to the the general public; (launch day) you find just basic features in your back-office, and many modules are not yet installed. This deceptive financing practice is common, and usually the business develops as intended.

Be aware that while you're being assured an early position with the hopes of getting hundreds, or thousands of sales or sign-ups, you're actually financing an idea, promise, or intention at that moment. The Owner / Administrator could simply be running a hoax, and run off with the start-up funds, never having any intention of opening a business. This scenario is quite rare, but it does happen.

Most successful businesses are built on solid foundations. Under-financed businesses are built as a house of cards with the intention of strengthening its structure as it hopefully profits without collapsing.

Often I am amused by advertising that self-proclaims the company is run by a successful management team who have been responsible for bringing millions of dollars into the industry – yet can't afford to finance a completely functional website, or have viable support and payment systems in place.

It is very important to be aware of the extra risk you are taking by spontaneously jumping into an opportunity that just looks good, or sounds good. It is all fiction, unless you can prove it is fact. Posting proof of payment is illegal in North America, as it implies an expectation of specific results, and results will vary.

Search for unbiased evidence that can support any claims being made. You should be able to find Blog postings, social media comments, or be able to contact a potential Sponsor from an advertisement of the opportunity you're interested in.

Do your research, and get your questions answered before spending any money.

## **(2) Who owns and runs the company?**

Often the ownership of an online company is obscure, or undisclosed. Why are they hiding?  
A definite red flag when you see that.

Sure, there is a need for privacy, but complete anonymity is always bad news. It usually suggests the owner is planning to bail as soon as they have a few dollars in their pockets, and their business runs into problems. Most successful business owners are proud of their businesses, and want you to know who they are.

If a business owner does not have enough belief in their own program to disclose who they are, then there is no point wasting time and money on their temporary business. Look for confident, proud owners.

Search for information on the owners name. Often they will have profiles on LinkedIn, Google+, FaceBook, Twitter, or other such accounts. What companies have they been involved with in the past? Do they have a reputation as a leader, or having held a high management position?

## **(3) What is the history of the company and its owner(s)?**

You can usually find website registration information at

<http://whois.domaintools.com/>

Business registration information is available for most US States at:

<http://www.sec.gov/edgar/searchedgar/companysearch.html>

Business Searches for Canada:

[https://www.ic.gc.ca/app/scr/cc/CorporationsCanada/fdrlCrpSrch.html?locale=en\\_CA](https://www.ic.gc.ca/app/scr/cc/CorporationsCanada/fdrlCrpSrch.html?locale=en_CA)

Business searches for the United Kingdom:

<http://wck2.companieshouse.gov.uk/0fc339e951076840a26214b86b77f522/wcframe?name=accessCompanyInfo>

Listings for all other countries can be found at:

<http://www.freenetlaw.com/free-searches/free-company-searches/>

#### **(4) Are the products or services something that others want or need?**

If there is little or no demand for a product or service, there would be virtually no sales. No sales means no cash-flow, and no cash-flow means no viable business. You would have expenses, but no income.

Some companies pretend there is a want or need for their goods or services solely based on wishful thinking. They get a few sales from spontaneous buyers for a brief period of time, then the sales grind to a halt, as there is little demand for the goods or services, and the business quickly collapses.

#### **(5) Is the product or service priced to sell?**

If something is viable to sell, and has a market demand, it still must fall within a reasonable price range of the target market. Fast-food companies as an example, have an obvious market demand, but nobody is willing to pay \$35.00 for a Hamburger, fries and a soda.

The retail price of the product or service must be structured to allow the company to be profitable just by selling those goods, and not solely dependent on its members to pay exorbitant prices to stimulate cash flow and profit. If the rate of new members joining declines from market saturation; sales of the products and services need to carry the weight of financially supporting the company as well as its existing members.

Unique products and services can enjoy a period of exclusivity before there is any competition. They can keep prices high initially, but their demand plummets as soon as a competitive company offers something similar at a reduced price.

#### **(6) Is the product or service priced for profit?**

Sometimes a company will be willing to break even, or even lose a small amount of profit temporarily in order to secure new customers. The hopes are that the new customers buy products or up-sells to stimulate cash flow, and generate company profits.

Nothing wrong with that concept, but it is good to know what the company's profit-center is, otherwise they will simply run at a deficit growing their customer-base on the premise they will eventually introduce something profitable. This brings us to our next question: The business model.

#### **(7) Is the company business model sustainable?**

This may seem like a silly question to ask, but often it is simply assumed a company has a sustainable business model, and can effectively pay its members or affiliates. It is assumed they generate sufficient profits to pay themselves, and their members, or affiliates.

Look at their affiliate commission structure, or matrix structure. If the mathematics has them paying out more in commissions than they are bringing in on a sale – there is a serious problem. Example:

The monthly subscription to a company's service is \$10.00 per month, and their matrix commission structure has them paying out on infinite levels, or 12 levels at \$1.00 per level. \$10.00 in, but a total of

\$12.00 out is not a sustainable business model.

Lets look at the same matrix structure of 12 levels, but change the payouts per level as follows:

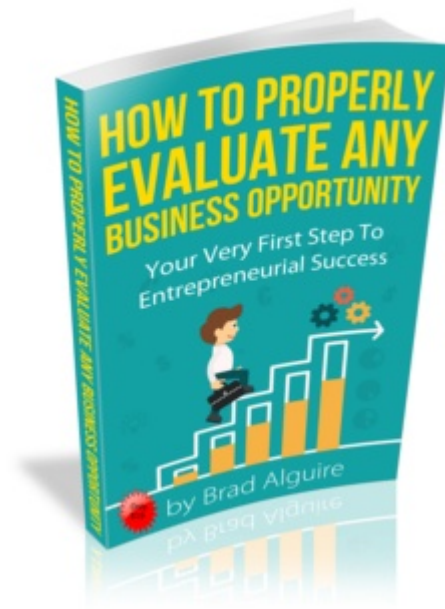
\$1.00 per level on the first 3 levels, and \$0.50 on the 9 remaining levels =  $\$3.00 + \$4.50 = \$7.50$  total payout. That even leaves \$2.50 of the \$10.00 sale to pay the company staff, and the website costs. Now they have a sustainable business structure, and it is legally compliant.

**(8) Does the company have a responsive support system in place?**  
(or do you have a supportive sponsor)

This is an often overlooked aspect of evaluating a business opportunity. People tend to get excited about the prospect of gain, and see support as something menial, and unnecessary. Never let your ego negate the need for a support life-line.

Remember, the business you are considering is a new to you business. Even if you are an experienced marketer, there are bound to be certain aspects or scenarios specific to that business you may not know how to deal with.

A good supportive Sponsor, responsive support ticket system, or thorough training can mean the difference between resounding success, or tragic failure.



### **Short Form Business Viability Check-List:**

Print this page, and write directly on it. Answer each of the 8 questions, then give each of your answers a score between 0 and 10, 10 being the highest, or most positive.

**Opportunity Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**(1) What are the claims being made, and what proof supports those claims?**

**(2) Who owns and runs the company?**

**(3) What is the history of the company and its owner(s)?**

**(4) Are the products or services something that others want or need?**

**(5) Is the product or service priced to sell?**

**(6) Is the product or service priced for profit?**

**(7) Is the company business model sustainable?**

**(8) Does the company have a responsive support system in place?**  
(or do you have a supportive sponsor)

## **Calculating Your Score:**

Add all your points up, then divide that sum by 80. Multiply that result (quotient) by 100, and you have the percentage.

The percentage is a basic guideline, and some questions are more important than others. Example:

If I can't find out who owns or runs a company – I walk (run) away, no matter how well the company scores on other aspects.

If the opportunity you're looking at scored 59% or below:

It is probably not worth it. The product / service price value may be grossly exaggerated to lure people into thinking they will make high profits, but few sales are ever made.

A lack of company or owner history suggests inexperience. Poor sustainability would suggest a short-lived future.

60% to 65% Very marginal. If it is a new opportunity: it may need time to get a few bugs worked out. Usually I suggest not getting involved immediately, but you can check on any progress every few days, and run the evaluation again to see if it scores higher.

An increased score would suggest serious effort is being made to get the company heading in the right direction. If you have confidence in the ownership and administration; it may be a good gamble to try it out

66% to 74% Average, acceptable, and workable. Most companies will fall in this range. They are usually safe to get involved with, hopefully score higher as they progress and make a few improvements.

75% and higher: Excellent. Everything would seem to be in place for you to run with opportunity, and build a strong, profitable business.

90% and above: Few companies score this high unless they have a good management team in place, and several years experience behind them. Operating funds and technical support for their business are hurdles they overcame long ago. They have a reliable customer support system in place, and possibly live support.

Their products or services are well known, and they have reliable, secure payment processing in place.

New products and services are usually injected regularly to stimulate growth, ongoing interest, and new interest from a wider spectrum of customers.

The highest scoring programs or companies may seem like the best choice, but you will need to



understand that thousands, tens of thousands, or even hundreds of thousands of people before you have also reached that conclusion. Be prepared for strong competition, and consider ways of making yourself stand-out.

Hitting in the 65% to 75% range may be more favorable, as it is probably less competitive, yet carries only slightly higher risk than the 90% and above rated programs.

Weigh your decisions carefully.

Be realistic and do not let your ego act as a substitute for an informed decision. If an opportunity scores marginally, then it may deserve a second more thorough look, but don't read anything into it that is not actually there.

### **You Have The Right To Remain Silent:**

Not such a good policy if you need a question answered in your decision making process!

You have the right to have your question(s) answered honestly, and within a reasonable period of time.

Most support systems or Sponsors should be able to answer you within 48 hours of asking your question. Allow extra time if there are significant time zone differences, or national holidays.

Take your business seriously, get your questions answered, and **own your final decision.**

If you decide not to become involved, then feel good about that choice, as it was arrived at by logical methodical means. Not every opportunity will be a good fit for you.

Never let anyone make you feel pushed into something. Chances are they are acting only in their best interest, and not yours, or not to the mutual benefit of both parties.

If you decide to become involved with an opportunity, then own that decision as well, and be happy with it. Dedicate time to learn everything you can about how that business works, then apply thorough effort to it.

Give any opportunity you become involved with at least 90 days of sincere effort before dismissing it as not profitable, and moving on to something else.

### **Assessing Risk:**

All aspects of life carry risk, including businesses. The very purpose of this document is to help you properly assess an opportunity to minimize your risk, and aid in selecting a viable opportunity you can prosper with.

The responsibility of doing your due diligence before becoming involved with any business opportunity is exclusively yours. Do not cut-corners here, as the fate of your success depends on these crucial first steps.

We hope you have enjoyed our report, and use it as a guide when considering joining any program.

The exact criteria of this evaluation report is used to select programs for our KISS Team portfolio.

Please take a moment to visit us at: <http://kissteam.biz/>

We may have a program you would like to be involved with.

If you have any questions or comments, feel free to contact me through the email address listed in the Thank You and Confirmation Message you received when you requested the report.

(Please do not send invitations to join other programs).

Have an excellent day, and an even better tomorrow!



Brad Alguire

Copyright © 2015 by Brad Alguire  
All rights reserved. This document or any portion thereof  
may not be reproduced or used in any manner whatsoever  
without the express written permission of the author.

LinkedIn:  
<https://ca.linkedin.com/in/bradalguire>

Or :

Google+  
<https://plus.google.com/+BradAlguire/posts>

Copyright 2015 Brad Alguire All Rights Reserved