



VIDERI BUSINESS PRINCIPLES 101

VIDERI'S THREE BUSINESS BASICS:

- 1) You must have a **product** people need or desire.
- 2) You must be able to provide the product at an **affordable** price.
- 3) You must then be able to compete in the market place with a **strategy to increase your pipeline** (volume).

VIDERI BUSINESS PRINCIPLES: 6 TOOLS TO GENERATE WEALTH

- 1) Business **ownership** is the most reliable path to financial hope.
- 2) Learn from **proven business plans** instead of learning the hard way.
- 3) Provide a **support system** with access to skilled people and training resources for the IBO's personal growth.
- 4) Be **scalable**: the ability to duplicate the Three Business Basics repeatedly with minimal limits.
- 5) Leverage **economy of scale** – there is power in numbers: a. Purchase power in numbers b. Broad advertising nationwide c. Shared Infrastructure – shipping, processing, storage, etc. d. Shared Professional Services – legal, accounting, marketing, technology, etc.
- 6) **Residual income** is the goal; a substantial, dependable income without trading hours for dollars while creating security for unplanned trauma.