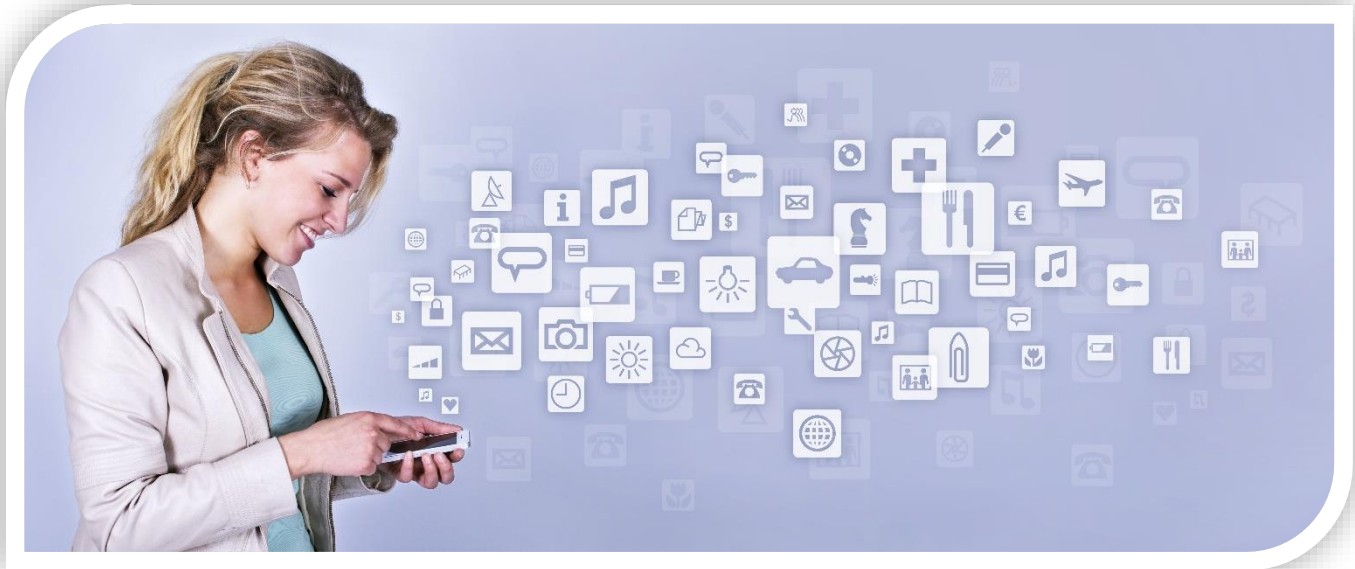
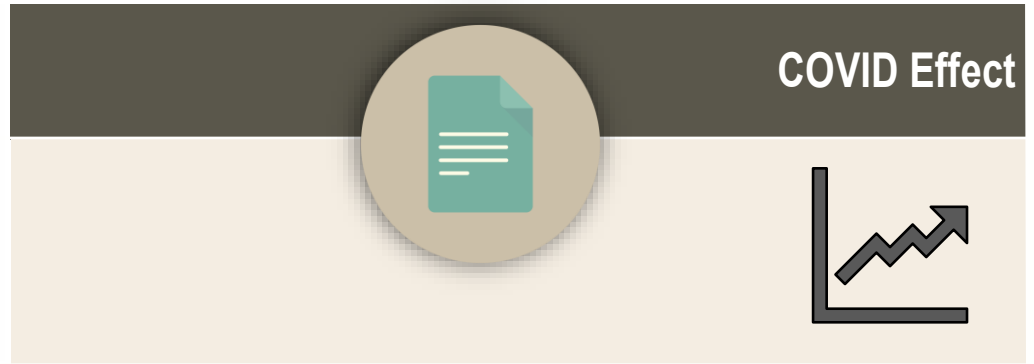


# *Conscious Creators Global*

COVID Effect





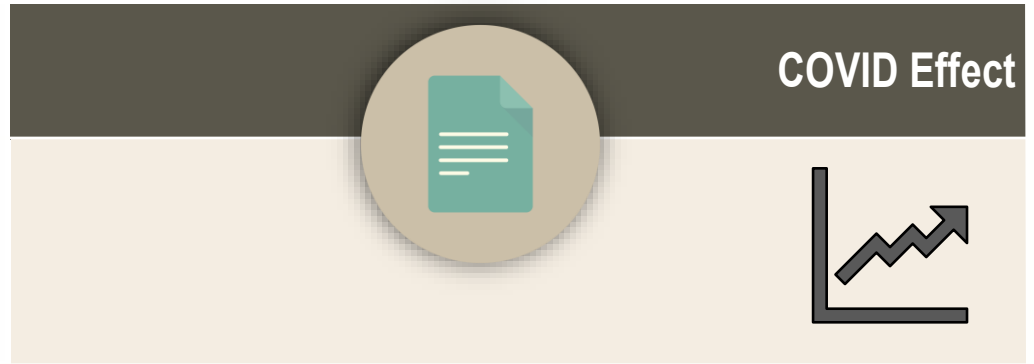
## So what's happening with Home Businesses in the "New Norm" world?

This is a compendium to the video, "COVID Effect" video which I created, just to give you a bit of an insight into what is going on with Home Businesses as a result of the COVID-19 situation.

There's so much changing in our world in virtually every sector, that I get a lot of questions from people asking, well what is happening with Home Businesses? Well, what we have seen with COVID, which is different to anything that we've seen before, is that we've seen 3 major shifts in relation to Home Businesses.

These are 3 things that we've never seen before, that have profoundly changed the nature of doing a Home Business, and are now permanent and will never go back to how things were before. But before I get into that, let me first tell you what hasn't changed. The basic concept of how a Home Business actually works, has not changed at all.

From day 1, you're in business for yourself but not by yourself. You start with a virtual franchise, you might say, with all the training, resources and help that you need to get you started. An entire support system of people who believe in you and have a vested interest in seeing you succeed.

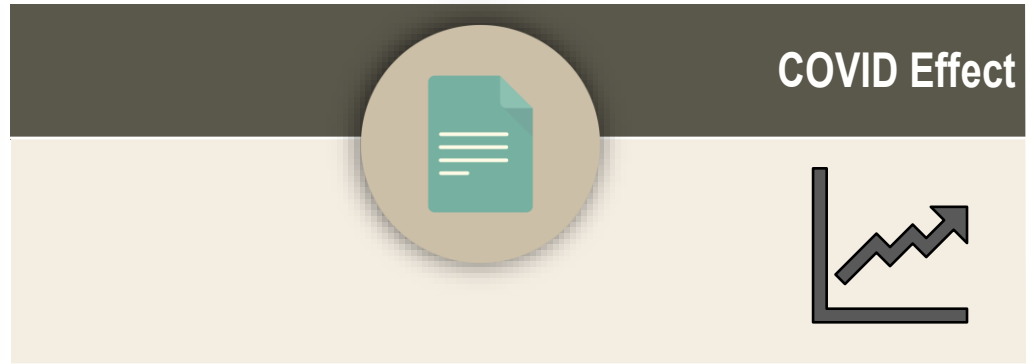


So firstly,

How does a traditional small business make money? Well, how does any Business make money? By the sale of products or services to an end line consumer. If you're in business, then you need products, or a service, to sell and customers to sell them to. You'll make a percentage of your sales in commissions. The more sales you make, the more money you make. This industry gives you the opportunity to recruit other people who want to establish their own virtual franchise, who in turn can develop customers of their own.

Rinse repeat !

Before you know it, you'll have developed a network of virtual franchise owners, along with all of their customers. All of them, part of your network and you can potentially be getting paid something on every dollar that passes through your network.



## Understanding cycles.

Once you establish a home business like this, it really is a great robust business. It's business that can flourish no matter what the world around you or the economy is doing. But as with any business, you will notice that there are cycles. I tell people that there's basically 2 types of cycles that a Home Business will be going through at any given time. The first is an Annual Calendar Cycle, and the second is an Economic Cycle. Both of these happen simultaneously, independent of each other. Now you can get all the details of this in the video, but just to re-cap...

### Annual Cycle

#### March – November

Your Business is doing fantastically well for 9 months of the year!

#### December

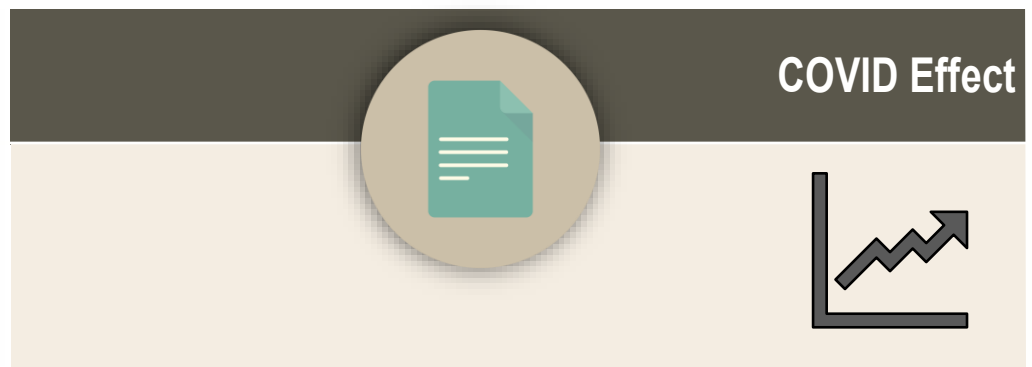
In December, it gets even better! People want to finish the year off strong, so you'll always see this rush of activity in December. December is also a great retailing month with Christmas and everything, so we always see good retail volumes in December.

#### January

If March – November is going gangbusters, and December is even better than that, then January tends to be our BEST month of the year. That's because people say, New Year, NEW ME! This is my year, this year I'm going to....

#### February

The excitement and momentum of the new year is starting to rub off a bit, the credit card bills from Christmas start coming in, kids are back at school, people need to catch their breath a bit. So, we do see that February tends to be a little slower than other months.

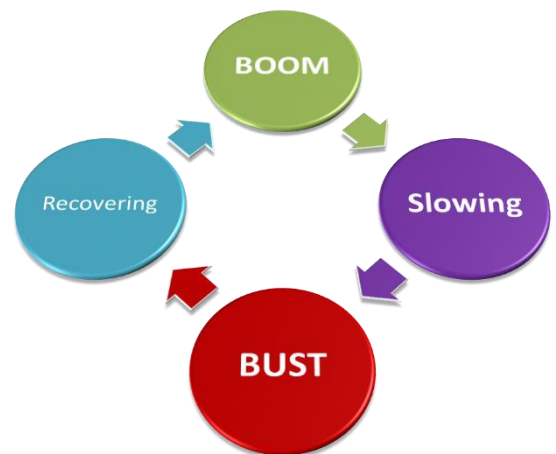


## Economic Cycle

Now at the same time as that's going on, there's also an economic cycle which happens too. In the economic cycle, there's 4 phases that we go through. Boom, bust, slowing economy and recovering economy.

### Bust

Now let's start with Bust. The BEST time to be doing a Home Business. When the economy is doing badly, that is actually the BOOM period for a Home Business. That's because when the economy is struggling, people are more open to looking at opportunities to make money.

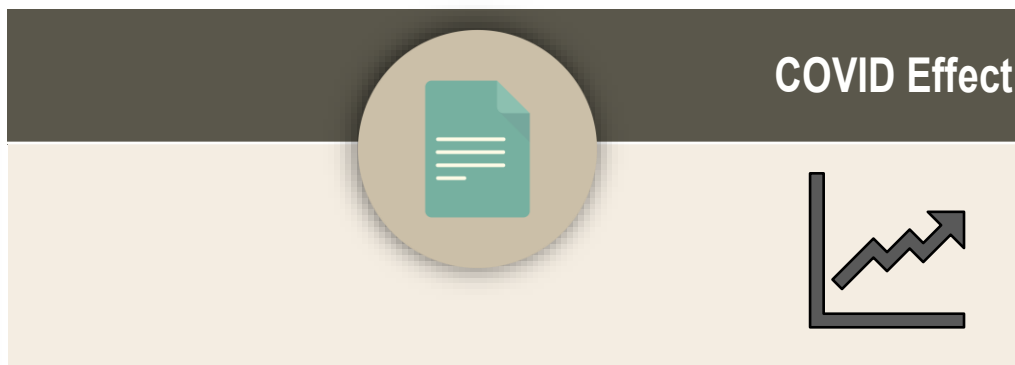


### Boom

The second-best time is the booming economy. That's because when the economy is doing well, there's kind of this air of entrepreneurial fever floating in the ether. People say, my brother just sold this investment property and made a fortune, or my friend just done this, or I heard about some guy just done that...

People feel like there's heaps of money in the economy, everyone seems to be making money, what opportunity can I find that's going to make me money?

So again, booming economy, great times, for a Home Business.



### Slowing economy

Not quite as good as the boom or bust economy, but still a great time for Home Business. Remember when things are going great, there's this entrepreneurial flair in the air, everyone wants to get some deal going. But when things start to slow down, that when people start to think OMG! They worry that they might have missed their chance. Quick before it's too late, I'd better get something going.

PLUS...

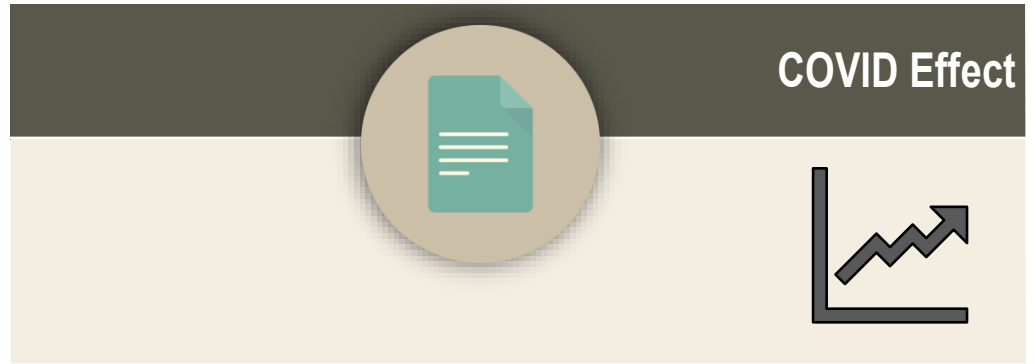
In the back of their mind, they're thinking, you know, the economy is slowing down, tough times are ahead, you know what, I'm going to need some extra money, let me look at this.

### Recovering economy

There's really no bad time for a Home Business. A well-structured Home Business will do well under any scenario, but a recovering economy is probably the slowest of the four.

Why? Well, some people will go through the doom and gloom of a bust period, they're just trying to get through, they hunker down, just try and survive. And if they make through all that, then the economy starts recovering it's like Halleluiah! We're saved! Everything's going to be all right now!

You know, it's all good, I don't need anything else, the economy is recovering, it's going to be alright...



## 3 Fundamental Changes

So that's just a little bit about how the cycles work. Both of those cycles are always working simultaneously and the reason I wanted to go through that is because it puts what we're going to talk about next into a little perspective for you.

What we've seen with COVID-19 has been the most devastating hit to the economy in living memory, so it's not surprising that we've seen the corresponding biggest BOOM in living memory for Home Businesses.

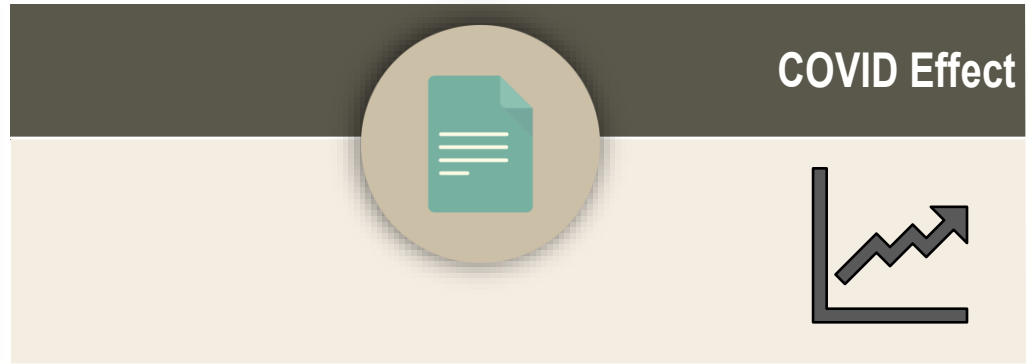
So, if you're considering a Home Business, then just know that there has never been a better time to be involved in a Home Business than right now!

So, let's discuss the 3 fundamental changes that have occurred as a result of COVID-19. Each of these 3 things have had a profound effect, and the changes that we see are permanent. It will never go back to how it was.

**1. How we do the business.**

**2. The indelible mark on people's consciousness that this could happen again!**

**3. Perceptions of what other people think.**



## 1. How we do the business.

Now whilst Home Business entrepreneurs might have been early adapters of technology, the rest of the population typically takes a bit of time to adjust. That is true of any new technology. It usually takes a period of years for people to begin warming to new technology to the point where it starts to become commonplace.

But because of all the restrictions and lockdowns that we've seen, this type of technology has become universal overnight! You don't have to explain to anyone what Zoom is. And when things start to "Get back to normal" so to speak, this shift has already happened, society will never go back. It suddenly got a whole lot easier for people to actually do a Home Business.

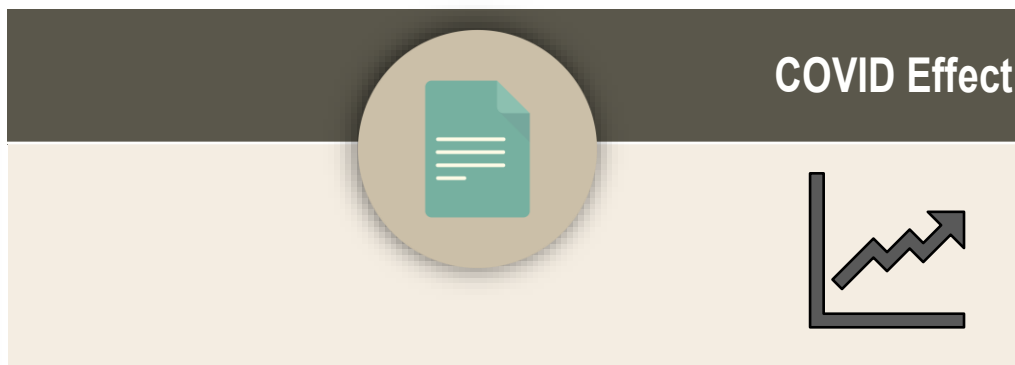
But as well as that, the scope of the Business has also now changed to make doing a Home Business more accessible to people who may not have previously considered it. Now suddenly, this is something that they feel they can do.

One area where these changes have had a massive positive impact is a type of selling known as Party Plan. One of the biggest advantages of this type of Business model is that you get a bunch of people all together at one time, so you can make a lot of money in one go. When we first started having lockdowns, a lot of people said, that Business model is DEAD! But what we've seen is actually the opposite. Not only have they survived, but they've actually thrived.

So why is that? Well, I think there are four main reasons driving this explosive growth.

- Economic cycles.
- Easier to schedule.
- More accessible.
- Information driving retail sales.





### *Economic Cycles*

Obviously there's more people needing money who are willing to look at opportunities they may not have in the past.

### *Easier to schedule*

Makes sense that more people are going to be taking advantage of it.

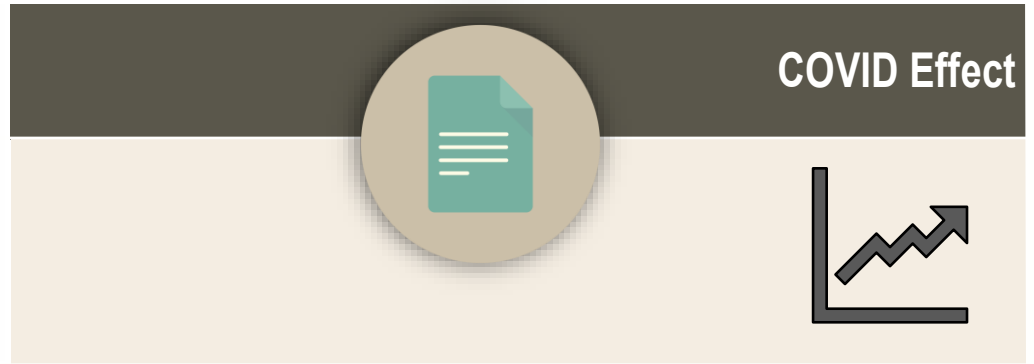
### *More Accessible*

For one reason or another, there were always only certain people that this particular Business Model would appeal to. Now, this Business Model is suddenly accessible to them. So they can get all the benefits, like the ability to make a lot of money fast, without the barriers which may have stopped them in the past.

### *Information Driving Retail Sales.*

People thought of Party Plan as being purely a touchy-feely sort of thing. You had to actually physically feel, taste or smell something in order to buy it. But what happens when you get to feel, taste, smell a whole bunch of products is that they all merge into one.

In contrast, we've found that the lack of the touchy-feely element actually makes people more reliant on information to make purchasing decisions and the more people rely on information, the more they tend to buy. This has actually led to increased retail sales

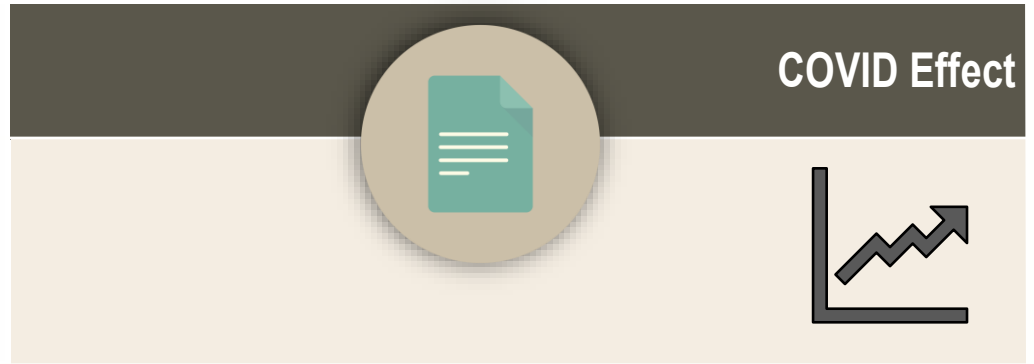


## **2. The indelible mark on people's consciousness that this could happen again!**

Now obviously, when this happened, it was unlike anything that we'd ever seen before. People were learning on the go. As a society, we had to work things out as we went along. If something like this ever happens again, we'll be better prepared next time. And I think, in our interconnected world, it would be naive to assume that this sort of thing won't happen again.

This whole experience has left an indelible mark in the consciousness of everyone who lived through it. That will ALWAYS be with us. We will NEVER forget. And one of the things that we will remember is how quickly it happened and how suddenly things changed. And no matter how far down the track we go, there'll always be that lingering thought in the back of our minds that this could happen again. And when it does, we know it's going to hit without warning, we're not going to have time to adjust.

And when you're presenting people with a Business Opportunity, they're not going to be as complacent as what they may have been in the past. This indelible mark on people's consciousness that this could happen again, means that people are aware that it's only a matter of time until something like this does happen, and when it does, I'd better be ready for it!



### 3. Perceptions of what other people think.

In the past you may have had some people who were put off doing a Home Business because of what their friends and family may have thought of it. Let me give you an example.

Let's say, 10 years ago, you had come across a Home Business opportunity. You looked into it, you did your due diligence and, in the end, you decided to give it a go. Then you're speaking you a friend, or family member, you tell them you've started a Home Business. 10 years ago, it wasn't uncommon to get a lot of push back on that. People would say things like...

*Oh, that's all a scam...*

*You're getting taken to the cleaners....*

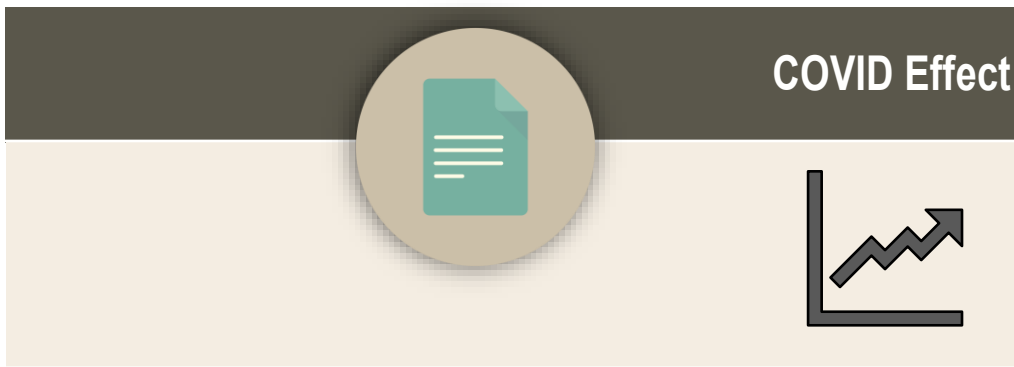
*You'll never make it...*

*No one ever makes money in that sort of "Thing"...*

*I heard this....*

*I heard that...*

Now these negative perceptions were really just the result of misinformation about what doing a Home Business is actually all about in reality. But, nonetheless, people had these misconceptions.



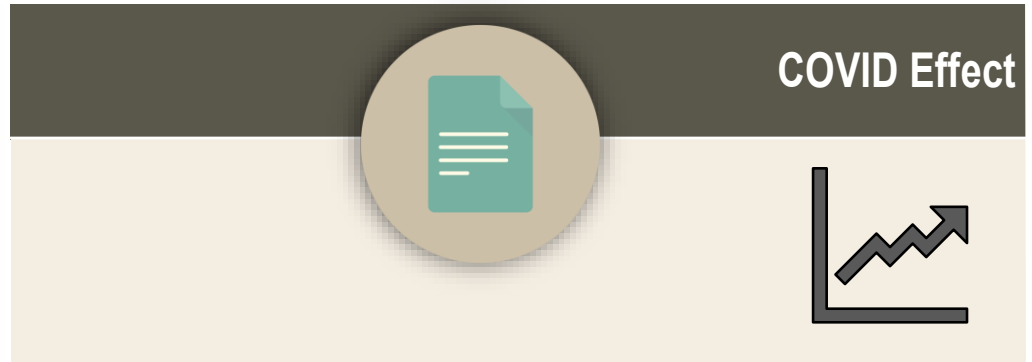
## Now... 2021

With everything that's gone on in our world and the shared experiences we've all had, it has completely changed people's perception of the very idea of somebody having a Home Business.

Now, you tell someone that you've started a Home Business, people say, "You know what, That's a smart idea!" The very people who would have been really negative 10 years ago, they're now saying "That's a smart idea!" Half the time, these same people actually say, "REALLY, tell me more about that"! Because, you know what, they've been affected by the Pandemic too!

But most importantly, the ones that don't actually join you, they respect the fact that you are doing this.

So anyway, like I said, this is just a bit of an overview of what is happening now in this new reality that we all find ourselves in.



Lastly, we just need to cover off on the legal stuff.

This Manual, as well as any other associated websites, webinars or other communications, are intended as a training resource for entrepreneurs and people of all walks of life, wishing to get started in a Home Business, more particularly, the Network Marketing industry. They are intended to provide training and support to help you maximise your success in such opportunities.

They are not intended as or represent any kind of guarantee of any specific results or income earnings. This material has been independently prepared by Conscious Creators Global.

Nothing contained within this Manual is intended as a substitute for any professional advice by medical, legal, financial, business, tax or other such qualified professionals. If appropriate, you will seek independent professional guidance in these areas indicated.

No one can guarantee that the techniques depicted in this Manual will work for you. We do believe however that they will assist you in developing a strong and profitable business. Your chances of success are enhanced by following the trainings and techniques set out in this Manual and other such material on the [consciouscreatorsglobal.com](https://consciouscreatorsglobal.com) website.

This Compendium contains observations of what we have seen occur in this industry as a result of the Global COVID-19 Pandemic. No one can guarantee that the techniques depicted in this Compendium will work for you. We do believe however that they will assist you in developing a strong and profitable business.

We are here to help you at every step, but we cannot do the work for you. You acknowledge that you are always solely responsible for your own results.