

[Investment strategies](#)

Several months ago my Dad asked me to attend a multi-level marketing seminar involving Voice Over Internet Protocol (V.O.I.P) products. He wanted to attend the seminar personally but he asked me to attend the seminar primarily for two reasons first he had another meeting to attend and secondly, he just did not understand what the product is all about. (This also goes for all other "hi-tech" products) So I reluctantly attended the seminar.

An American gave the presentation. He was very eloquent and convincing. The product was equally good as well. But what really intrigued me was the sales pitch he made when asked he people to join the multi-level marketing company.

His theory was that if you are entrepreneur and you want to be wealthy than your business strategy is to find something that would be the next hot thing in the future and spend your resources on it. If you are mainly an investor then consider investing in this company as one of your investment strategies.

He told us that Microsoft is one of the richest and one of the most successful company in the world. The company is currently worth more than \$ 200 Billion dollars. If these guys would come knocking at your door, you wouldn't hesitate to give them your investments.

Let's say we have the ability to time travel and go back to the year 1978. Several casually dress, long haired, hippie looking geeks asked for a meeting with you. Their agenda was to ask you to invest in their company or even work for them. They said their product called "computer software," something unheard of during those days would eventually change the world in the near future. A skinny little geek insisted that you do invest with them because if you dont you would regret it. Do you think you would be convinced with their investment strategies? Are you sure you would have invested your time or your money?

Those who did decide to invest became millionaires and even billionaires later on. Some of those people left after several years and months while those who remained and stayed with the company for a long period of time became very rich.

Nobody expected that those casually dressed, long haired, hippie looking geeks would make billions and change the world years later. But those who invested in them truly reaped the benefits.

The speaker ended his presentation by asking people to have the foresight and take the chance by jumping at the opportunity to join the multi-level marketing scheme involving the VOIP product. Without a doubt both the the product and sales pitch were good. But sad to say, experience tells me that any multi-level marketing (MLM) based business will only be good after a certain time. Most MLM based business switch to traditional marketing after the market becomes so saturated leaving those at the bottom of the with nobody to recruit. It would have been a different story of the speaker asked people to buy shares of stocks. Certainly, I would have bought some. Investing in companies who has the foresight to know the trend in the future is always part of good investment strategies. Before I forget, the company he was referring to was Microsoft and the skinny little geek wearing the blue shirt is of course, Bill Gates.

About the Author

Would you like to know more about [investment strategies](#) ? Visit the blog of Zigfred Diaz where he writes about several interesting topics such as investments, money management, business, making money online and [How to invest in the Philippine stock market](#)

Source: <http://www.onlineearnings.net>