



# **SELF EMPLOYMENT**

## **(Is it for you?)**



**A Special Report by**



**THE Golf & Travel Club**

# Table of Contents

- SELF EMPLOYMENT – IS IT FOR YOU? ..... 1**
- WHAT ARE THE BENEFITS OF SELF EMPLOYMENT? ..... 1**
- SOME IMPORTANT FACTORS TO CONSIDER..... 2**
  - Taking Time Off..... 2
  - Working hours..... 2
  - Money ..... 3
  - Tax advantages of being self employed..... 3
  - Being your own boss factor ..... 4
- SELF-EMPLOYMENT CHECKLIST..... 5**
  - Answer each question with a “Yes”, “Somewhat” or “No”..... 5
  - Calculating your score:..... 6
  - Interpretation of the result: ..... 6
- TYPES OF BUSINESSES FOR SELF EMPLOYMENT ..... 7**
  - Franchising ..... 7
  - How much does a franchise cost? ..... 7
  - Other Business Considerations with a Franchise..... 9
  - Multi-Level Marketing ..... 9
  - Internet Businesses..... 11
- THE GOLF & TRAVEL CLUB OPPORTUNITY ..... 13**
  - Franchising versus THE Golf & Travel Club..... 14
  - Multi-level Marketing versus THE Golf & Travel Club ..... 16
  - Internet Businesses versus THE Golf & Travel Club..... 17
- CONCLUSION ..... 18**

# SELF EMPLOYMENT – IS IT FOR YOU?

## WHAT ARE THE BENEFITS OF SELF EMPLOYMENT?

Self employment and small business ownership is the fastest growing sector in the business industry. Why is this sector growing so fast? There are many benefits to self-employment, and they will vary from person to person, but here are some general incentives for starting your own business:

- You are your own boss, and have control over your daily workload.
- The opportunity to own a business in an arena that you enjoy.
- The opportunity to use the skills you possess.
- The sense of achievement and personal fulfillment of running your own business.
- Flexible working hours that suit your lifestyle.
- Your level of achievement cannot be controlled by anyone else.
- No one day is ever the same - you're not involved in just one area of the company: you're involved in all.
- All profits generated go to you.
- Complete recognition for your achievements and successes.
- You are in control of your destiny.
- You enjoy tax benefits such as business deductions.

## **SOME IMPORTANT FACTORS TO CONSIDER**

There are several factors that should be considered when deciding whether self employment is right for you. Some of these are the benefits listed above, but there are pros and cons to all of the issues.

### **Taking Time Off**

Because you work for yourself, for the most part, you can take time off when you choose. There isn't a company policy that states that you must work for a certain period of time before you are entitled to time off. When you work for a salary, you typically have to request time off and in many cases, you may not get it. On the downside, you may not be able to take time off if you are a single-person business, as there will be nobody to cover for you. As well, you won't get paid vacation or sick time like you would with a typical employee/employer relationship.

### **Working hours**

When you work for yourself, you decide on the working hours and can adapt to changes. This means more freedom and flexibility that allows you to attend to urgent matters without having to explain why to anyone or completing any forms. If you work for a salary, it means that you have to complete leave forms and request permission before you can take hours or days off. You have to be at work at the stipulated times (i.e. 9am-5pm) and be willing to work overtime if required. Many self employed business owners operate from home, and can still be around their families while working. The salaried employee doesn't have the flexibility to interact with his family while working. On the other hand, one trap many self employed people fall into is to let personal matters push business matter aside. This can lead to the business receiving lower priority, thus making it harder to succeed. In order to succeed, even part time, you need to commit to working a minimum number of hours each week on the business – preferably at least 10-15 hours per week.

## **Money**

As a self employed business owner, you are not always eligible for loans, since many financial institutions require three month's salary statements or proof of income. If the bank statements of the past three months indicate that you get a regular income, you will however qualify for personal loans and accounts. The problem is that you need to deposit money on a regular basis. Since most small business owners try not to show a profit for tax reasons, you have to decide whether you want credit, but high tax and banking costs, or limited credit and low tax.

When you work for a salary, you have the security of a stable and predictable monthly income. Many businesses have high income and low income periods. This means that you have to budget for long periods of low or no income if self employed.

## **Tax advantages of being self employed**

The business owner is typically allowed to deduct costs related to starting and running a business. These will vary from country to country, but many of them are the same. We will cover some of them here, but it is best to check with a tax accountant or tax specialist.

As a self employed business owner, you may qualify for the following deductions, which will lower the amount of personal taxes that you owe:

- The cost of new equipment purchased for the business. Items such as office equipment, furniture, computers, fax machines, etc.
- Operating expenses such as insurance, rent, electricity, bonds, security, telephone, internet and repairs. Keep in mind that you need proof of these expenses and should keep record of all income and expenses.
- Other typical business costs incurred such as advertising, marketing expenses, business cards, consultancy fees and other ongoing expenses.
- If you employ your children that are between 6 and 18, you can deduct it as an expense as long as you have proof of receipts and it is for actual work done.

- You may also deduct part of your contribution to medical aid or health risk coverage. If you employ your wife or husband, you can get 100% back from the contributions to the health insurance.
- If self employed, you may also deduct travel expenses, such as accommodation, food, plane fares, etc. The cost on food, parking, accommodation and mileage must be recorded, as well as departure and arrival dates and times and the return date.
- Travel and entertainment expenses such as conferences, seminars, and workshops. You may also deduct meals and other entertainment expenses such as golf and other sporting events if they are directly related to promoting and marketing your business.

Again, as a self employed business owner, it is always best to check with a tax accountant or tax specialist to find out what is allowed in your country.

### **Being your own boss factor**

As a self employed person, you decide on procedures, leave days, working hours, expenditures and policies. It also means more responsibility, less security, longer hours and higher risk than working for a salary. If you are a disciplined, self motivated individual who enjoy taking risks, and enjoy making decisions, you can consider working for yourself. If you prefer more security, need motivation and don't mind corporate rules, then the benefits of working for a salary, maybe a better option.

## SELF-EMPLOYMENT CHECKLIST

Do you have the profile of an entrepreneur? Just as many people don't fit the profile for corporate work, a large number of persons shouldn't become entrepreneurs. Take this quiz to find out if you fit the profile of an entrepreneur.

**Answer each question with a “Yes”, “Somewhat” or “No”.**

1. Do you like to work on projects from start to finish to ensure everything is done properly?  
 Yes    Somewhat    Not at all
  
2. Are you structured, organized and like to have your day all planned out?  
 Yes    Somewhat    Not at all
  
3. Do you have specific goals and have you set up a plan for reaching those goals?  
 Yes    Somewhat    Not at all
  
4. Would you describe yourself as outgoing, energetic, friendly, sociable and like meeting new people?  
 Yes    Somewhat    Not at all
  
5. Do you frequently work after hours to meet deadlines or to get additional income and are you willing to work through the night or weekend to complete a project?  
 Yes    Somewhat    Not at all
  
6. Are you at ease helping other people or do you have any experience in service related work?  
 Yes    Somewhat    Not at all
  
7. Is earning a good income more important to you than titles, a large office, stability or getting new things?  
 Yes    Somewhat    Not at all

8. Are you computer literate or able to use the personal computer to do administration?

Yes    Somewhat    Not at all

9. Do you have a large circle of friends, family members and network contacts?

Yes    Somewhat    Not at all

10. Do you think you have a needed skill or knowledge that can be useful to others?

Yes    Somewhat    Not at all

### **Calculating your score:**

- For every “**YES**” answer give yourself 2 points.
- For every “**Somewhat**” answer give yourself 1 point.
- For every “**No**” answer give yourself 0.

Now add up your score.

### **Interpretation of the result:**

Your score is between 11-20 – If you haven’t already started your own business, why haven’t you? You are well suited to be self employed.

Your score is between 6-10 – You have the potential for becoming an entrepreneur, but need to work on some of your weaker areas.

Your score is between 0-5 – You are not suited to be self-employed. You would be more suited for a formal employment situation.

Remember, not everyone is suited to be an entrepreneur. If you enjoy risks to some extent, are willing to do whatever it takes to succeed, don't mind working overtime and going without the some of the comforts and benefits of being employed, work well with people and are self motivated, then you can consider becoming self-employed.

## TYPES OF BUSINESSES FOR SELF EMPLOYMENT

Now that you've taken the self assessment and have determined that self employment is for you, where do you go from here? What kind of business do you get involved with? To help you understand what is available, here is a description and comparison of some of the most popular business opportunities.

We also provide a comparison of THE Golf & Travel Club to these other opportunities for your reference.

### Franchising

Franchising is one of avenues for starting your own business. When the franchising model first became available, most traditional businesses dismissed it as a bad model for business and that it wouldn't last. Many years later, franchising has proven itself to be a very successful business model. So, what does owning a franchise entail? A franchise is very appealing because it is a chance to copy an established and existing business that is already successful. There are many advantages, but there are some important factors to consider as well.

For well known, established franchises, licensing costs can be very high, sometimes in the hundreds of thousands of dollars. So, do you consider a lesser known franchise that is cheaper, but is not as well known and may not do as well?

### How much does a franchise cost?

The cost of a franchise depends on the franchisor and the industry, as well as a myriad of other factors. Some of these factors include the size and location of your franchise.

Here are some of the fees and costs that you will likely incur to start and operate a franchise:

- **Initial franchise fee.** This fee is paid to the franchisor for the right to use the franchisor's trademark and sell its products and/or services. The franchisor has established an operational system and created brand awareness. In return,

franchisors request the franchise fee, which can range from a under \$10,000 to upwards of \$100,000.

- **Legal and accounting fees.** Accountants need to review a franchisor's financial statements, while attorneys need to review your franchise agreements to create a corporation, LLC, or other legal entity for your franchise, if necessary.
- **Property/casualty, liability, and other insurance.** To get an idea of how much insurance will cost, make a copy of the franchisor's insurance requirements, which are listed in the UFOC, and fax them to your insurance brokers for rate quotes. If you have employees, you may have to offer life, health, and disability insurance and other employee benefits, such as retirement plans.
- **Employee salaries.** It can take two to three years to make a profit, so in the planning phases you will have to factor in how much you will need for employees' salaries.
- **Building/outfitting costs.** The costs of building/outfitting stores vary widely based on the type of business you are opening. Obviously, if you have to build a store from the ground up, the costs will be significantly more. Most often you will only be outfitting an existing location to meet your franchisor's specifications. You will need fixtures and equipment, furniture/seating, lighting, ventilation, décor, signage, and restrooms.
- **Rent and security deposits.** These fees are for your landlord if you lease space for your business.
- **Equipment/software upgrades.** Some franchisors require planned equipment and software upgrades.
- **Royalties.** Royalties are paid on a regular basis, usually monthly, to the franchisor by the franchisee. The fee constitutes anywhere from 3 to 8 percent of a franchisee's total sales.

- **Advertising fees.** Many franchisors require franchisees to contribute to an advertising fund, which pays for national and/or local ad campaigns, commercials, and other promotions. Other franchisors have co-op programs where the franchisor pays for a portion of the costs and the franchisee pays for the rest on a case-by-case basis.

## **Other Business Considerations with a Franchise**

Aside from the costs of starting and operating a franchise, there are other considerations to running a franchise business. Because most franchises involve more than 1 or 2 people, there are many operational issues that need to be considered:

- **Working Hours.** In many cases, especially franchises with storefronts, an owner must always be present to oversee the operations and management of the business. This could mean long working hours, which results in very little time off for vacations or other personal reasons.
- **Employees.** There may be a need to hire staff or employees which means there are human resource issues. This includes hiring and firing of staff, tax issues, insurance, benefits, sick time, vacation time, etc. Because you are now the employer, you are responsible for all of the issues that a business has to deal with.
- **Working Capital.** As most franchisees take between 3 to 5 years before reaching a cash-positive state, you need to make sure you have enough working capital to cover the shortfalls until you reach that point. This includes covering lease, salaries, cost of goods, etc.

## **Multi-Level Marketing**

This form of business has been around for quite some time now and still receives more than its share of criticism. There are many critics that claim that this business model does not work and is not sustainable. Early adopters of this model were companies such as Amway and Mary Kay cosmetics. Both companies are still in business today.

Remember, when the franchise business model was first introduced, many people were equally as critical of it. After working through some of the early stage hurdles, it has become one of the most common business models for those that are looking to start a new business and has become widely accepted as a good business model. Yes, over the years, there have been problems with the MLM industry and there are still some companies that haven't adopted to new changes, but for those that have, this is a viable business model. One of the biggest problems in the industry though is that most companies are still using outdated techniques and systems, which continue to propagate some of the past problems and issues.

One of the biggest positives of this type of business is that almost anyone can do it. That's also one of the biggest problems. How many people know how to run a business? How many people are prepared for the challenges of running a business? Things like start up costs, advertising, sales, product fulfillment, etc. Most people are thrown into the business with little or no training at all and are expected to "make their business successful." This doesn't work. When the focus of the business is purely on money by signing up distributors, the system eventually fails most people. Sure, some people will earn a good income, but most people won't.

Here are some of the issues with MLM businesses, both positive and negative.

- **Easy Entry.** It is fairly easy and can be inexpensive to get started with this type of business.
- **Good Support.** With well established companies, there is a good support system in place, including training, product fulfillment, bonuses, etc.
- **Wide Variety.** There are literally dozens, if not hundreds of companies to choose from, selling almost everything you can think of: lotions, pills, phone systems, air filters, travel, and on and on. You are very likely to find something of interest to you.
- **Product Purchases.** With a lot of MLM companies, in order to resell products (and make a profit), you have to become a distributor – and that usually means

purchasing some inventory to begin with. Depending on the company, this may require a substantial investment.

- **Quotas.** Some companies require you to make minimum sales or minimum purchases as a distributor, in order to qualify to be paid. This means that you are purchasing products even if you aren't selling all of it.

## **Internet Businesses**

Since the Internet has become an indispensable tool for many people now, it has also spawned a whole new class of businesses – those that primarily operate on the Internet. While this has opened up a whole new marketplace for people and their businesses, it has also created a smorgasbord of new businesses.

## **E-Commerce**

One business model that is easily recognized is the e-commerce business. This type of business may be augmenting an existing business that has a physical presence in the real world, or it may be a standalone business. The e-commerce business is basically like a store. It has products available for sale that people can purchase. There is usually a website with a catalogue of the products, a method to browse and select products and a way to complete the transaction by accepting payment. Once the transaction is completed, the products are shipped. A business of this type may involve carrying product inventory, but it can also be done completely through drop shippers, who carry the inventory, and ship the product out to the customer on behalf of the business. The advantage of this is that the business owner doesn't have to spend money buying inventory and then hope it sells. The risk is reduced. The disadvantage of this is that the business owner usually pays a slightly higher price for the products so they may not be as competitive as other businesses offering the same products. As well, they cannot take advantage of volume discounts to help lower their costs.

## eBay

Another type of business that is popular on the Internet is selling products through eBay, the online auction company. Many entrepreneurs have built very successful businesses using eBay. eBay is the largest online auction website where people can sell or auction almost any type of products, from something as simple as a pen, all the way up to cars. Although it may sound very easy, there are many issues to consider with this type of business.

- **Marketing.** Although, it is fairly easy to get started with this type of business, you have to “sell” your product so that people buy or bid on it. This means taking good photos, writing good descriptions and sales copy, determining where to sell it (US? Worldwide?). Also, if you are using a drop shipper, you will be competing with everyone else who uses the same drop shipper. How do you differentiate your product?
- **Product Fulfillment.** Once you have someone that wants to buy your products, you have to deliver it to the buyer once the auction has completed. This means you have to deal with packaging, shipping, insurance, etc.
- **Fraud.** Unfortunately, like with any business, there is the potential for fraud. How do you deal with people that send you fraudulent payments? Chargebacks on credit cards? Bad credit cards? These all have to be taken into consideration.

## Other Business Opportunities

Over the past decade, other types of businesses have come and gone. If you have been researching business opportunities at all on the Internet, you would have seen this type of business. Unfortunately, most of these are nothing more than hype.

***“I made a Million dollars in 3 months and so can you!”***

***“Do nothing and earn thousands a day!”***

### ***“I became a multi-millionaire on autopilot!”***

Sound familiar? There are hundreds and hundreds of these types of businesses available today on the Internet. Sure, some people can earn a living from this, but what they don't tell you is these people work hard at it. They don't want you to know that because they want to imply that anyone can easily get into the business and be successful. Many of these are MLM-type companies, but most of them are what is known as affiliate marketing. This is where you sell another product for someone and make a commission as an affiliate. Although some people do make a good living at this, here is the reality of what happens:

You find a product or opportunity that sound great and even promises to make you thousands each month and it only costs \$49 to start. They even show examples of the success that they have had. You pay your \$49 and sign up. What happens, however, is that you are then inundated with requests to buy other affiliate products, better websites, lead sources, e-books and many other products to "help you succeed" at your new business. In the end, the \$49 is just the start and you will likely spend much, much more in an attempt to get the "simple" business going. How people succeed is they continue to sell other affiliate products and continue this process. It is a very complicated system and unless you can devote many hours to learning and perfecting this business model, the most likely result will be you spend hundreds of dollars on products all promising to show you how you can succeed.

## **THE GOLF & TRAVEL CLUB OPPORTUNITY**

You've gone through the self assessment and you determined that you want to be self employed. **Great!** You've gone through the different business type available to you, but not sure if any are right for you. Now what?

Consider THE Golf & Travel Club. You may be asking yourself why it took this long before we said anything about our own company. Good question.

We wanted you to understand what it takes to be self employed, to be a business owner, to get a little more understanding of what is available to you, and the challenges of having your own business, no matter what type of business it is. If after reading all of this information and you decide you still want to start a business of your own, you are ready to take that next step and we will be more than happy to discuss our company in more detail. On the other hand, if after reading everything and doing the self assessment, you decide that you don't want to be self employed, there really isn't any point of going further, is there?

So, if you are ready to start a business, here is a comparison of THE Golf & Travel Club, versus the other business types that we discussed earlier.

**Franchising versus THE Golf & Travel Club**

<b>FRANCHISING</b>	<b>THE GOLF &amp; TRAVEL CLUB</b>
May be an established company and well known. May not be though.	Although this is a new company, the costs to get started are considerably less than any type of franchise, which typically start at \$10,000 for lesser known companies.
Faster Start Up - There is a shorter learning curve because this has been done before and there are people to provide training and assistance.	We provide training, access to technological resources, sales teams and other resources to help grow your business. You are assigned an individual mentor to help you get started and to continue helping you.
Purchasing Power – Typically, larger purchases mean lower costs for goods and services.	THE Golf & Travel Club is a member-based organization, which means as we continue to grow and have more members, we are in a better position to purchase products at better pricing for our members. This is similar to a co-op, like Costco.
Name Recognition – Again, this depends on the franchise opportunity.	Although we are not a household name yet, we will be before long. We already have Members in US and Canada promoting our company and our business and our members are advertising in many types of media including the newspapers, the Internet, television and radio. As we grow, this will continue to grow and will reach larger audiences.

<p>The average initial franchise investment for established franchises is \$250,000 – excluding real estate.</p>	<p>You can get started for as little as \$79.95. Of course, we do have other options. For the serious entrepreneur, you can start from \$999, which will fast track your business and allow you to earn more money faster. All of these levels are substantially less than the hundreds of thousands needed for an established franchise. There are no large expenditures required for real estate or store front property either.</p>
<p>The average franchise contract is 10 years.</p>	<p>Once you become a qualified Associate, you are qualified for LIFE. You can even pass the business on to your family.</p>
<p>The average royalty fees paid by franchisees ranges from 3% to 8% of monthly gross sales.</p>	<p>There are no ongoing royalty payments that are taken from your gross profit. Other than the cost of the products and a small annual admin fee, all other expenses are up to you.</p>
<p>The median gross annual income, before taxes, of franchisees was in the \$75,000 to \$124,000 range for established franchises.</p>	<p>There is a tremendous income potential with our products. You can earn as much as \$4300 per transaction. If you were qualified to earn \$4300 per transaction and completed 2 a month, you would earn over \$100,000 per year.</p>
<p>Cost recovery – If we use the average numbers from the franchise facts and it costs about \$250,000 for an established franchise and a franchisee makes about \$100,000 gross income per year. Using simple math, it would take them more than 2.5 years to recover the initial investment. Remember, this doesn't take into account, royalty fees, ongoing expenses, or any real estate costs. Taking those into consideration means that it will likely take many more years to recover their initial investment.</p>	<p>At THE Golf &amp; Travel Club, once you are a Qualified Associate, it takes on average, about 3 transactions to recover all of your initial costs. This can be done in a week, a month or slightly longer, but it certainly will be shorter than the average 2.5 years it takes to recover the fee for an established franchise.</p>

## Multi-level Marketing versus THE Golf & Travel Club

MULTI-LEVEL MARKETING	THE GOLF & TRAVEL CLUB
<p>Most MLM businesses usually involve an up-front purchase of product for inventory and may require regular monthly or quarterly purchases.</p>	<p>You never have to purchase any products up-front. Products are shipped directly from the company on your behalf after you have made the sale, not before. You have the option of starting at different membership levels, which allow you to earn more money and build your business faster, but that is completely up to you. In fact, we even give you trips, cruises, golf outings and more when you join at our Associate-level memberships.</p>
<p>There may be sales quotas you have to meet on a monthly or quarterly basis to maintain your position or to even get paid.</p>	<p>There are no quotas to meet. Once you are qualified, you are qualified for life. But here's the reality – if you don't sell anything, you won't earn anything. We're just being honest here.</p>
<p>With most MLM products, you only make a few dollars profit on each sale, so you have to sell thousands of products before you can make a good income.</p>	<p>You can start earning income (up to hundreds of dollars per sale) immediately by marketing our products. Once you become a qualified Associate, you begin to earn large profits from membership sales – up to \$4300 per sale. It's simpler to make a great income with a much better profit margin.</p>
<p>In order to be truly successful, you need to build a huge down-line of distributors. This means having hundreds of people buying products from you and duplicating what you do.</p>	<p>Because of the way our business works, you don't need hundreds of people. You can make a great income working with as few as 2-3 people at a time and showing them what to do.</p>
<p>A portion of your profits will always be shared with many levels of up-line distributors.</p>	<p>Once you are qualified at a specific Stage, you keep all of the profits from that level, never having to share with anyone else.</p>
<p>You get paid directly by the customer when you sell a product, but you did have to purchase the inventory ahead of time.</p>	<p>When you sell a membership, a check for the profit is made out in your name and is forwarded directly to you. At no time do you ever have to pre-purchase inventory before you can. If you do sell products, you don't pay for those until after the sale and the company fulfills the order on your behalf.</p>

## Internet Businesses versus THE Golf & Travel Club

<b>INTERNET BUSINESSES</b>	<b>THE GOLF &amp; TRAVEL CLUB</b>
<p>With a traditional e-commerce business or eBay business, you have to consider product inventory, shipping, etc.</p>	<p>When you sell any products with THE Golf &amp; Travel Club, the company does the product fulfillment for you. You never have to carry inventory and aren't expected to pay for any products until it is sold.</p>
<p>Many on-line businesses claim that you don't have to do any work to succeed.</p>	<p>Although we can provide you with help and assistance, you do have to work to become successful. It is unrealistic to expect otherwise. Remember, you can't get something for nothing.</p>
<p>Overly complicated affiliate programs and commission programs.</p>	<p>Our business is simple - Sell products, make money. Sell memberships, make money We tell you up front what is involved to get started - the start up costs, the ongoing costs, annual fees and any other costs that you may incur to run your business. There are no surprises or hidden fees. Remember, this is a real business, not some get rich quick scheme.</p>
<p>Products of substance – There are a lot of opportunities that have no products of any substance. They are generally promoting themselves, or are providing inferior products.</p>	<p>At the Golf &amp; Travel Club, we pride ourselves in providing quality products. For example, our customized golf equipment is as good, if not better, than many of the brand names, but at substantially better prices. All of our trips indicate what is included (like taxes), so there are no surprises or hidden fees. Why would you pay someone \$50 to have the right to make a trip reservation – and not have any control over what you are getting?</p>

## CONCLUSION

This is only a short sample of what THE Golf & Travel Club has to offer. We've combined the best elements of Direct Sales, Network Marketing and Franchising to give you the best opportunity available today.

Remember, becoming self employed is not an easy decision. Despite all of the hype out there, we want to give you an overview of the industry and an insight to help you determine whether this is for you or not for you. This is far more important than any opportunity itself. It doesn't matter how good an opportunity sounds, unless you are ready to be self employed and are ready run your own business, you will find it much more difficult to succeed.

For more information about THE Golf & Travel Club, visit our website at:

<http://www.thegolfandtravelclub.com>