

## **Funds Distribution and the Existing Model**

### **General**

With the global money system under the spotlight and the performance of domestic money markets in question in many countries it is a perfect time to look at what we have and how it can be used to better serve society.

At the higher levels of finance the world and commercial funds distribution system is well documented and the provision of funds for the appropriate transactions is well set and regularly updated throughout the world. The fact that there some blockages and disruptions at the moment only brings light to the fact that there is one part of the system that has been left out and that is the distribution of funds to people to support their normal living standard. This missing part of the system has been stolen and replaced by wages, pensions and unemployment benefits.

The need for a system to facilitate the distribution of funds at a consumer level has been obvious in many countries for many hundreds of years and it has been known at many levels to be the only way to control society and not over fill the pockets of those who are already provided for by the various levels of funds that are delivered to them by the well defined high level commercial funds distribution systems.

The provision of a complete funds distribution system for the world has been the vision of many great people throughout the centuries and its operation is well proven by the high level systems that are in place at the present time. The rules of the distribution system are accepted throughout the world to the extent that “corruption” is defined as the deviation from the high level systems that have been put in place and agreed on a worldwide basis. In dealing with corruption the countries of the world are bringing back some order to the world money system however the only part that is being neglected is the distribution of wealth to the people who are the consumers and workers at the lower end of the food chain.

### **The Existing Model**

In relatively recent years a model of distribution was developed at Harvard University in Boston, MA and promoted as a marketing system that has been refined under the name of Multi Level Marketing. The refined marketing system has been implemented and approved in many parts of the world.

The funds distribution system in its original form was the missing part of the funds distribution system that was intended to maintain the wealth of the world’s consumers and workers at the lower end of the food chain. Unfortunately the application of this system as a marketing tool rather than a wealth distributor demands that there be numerous consumers who are never going to be included in the distribution of wealth.

Multi Level Marketing systems have been and are still being sold using a fixed marketing psychology that leads people away from the obvious plight of the unfortunate consumer and points them towards the glee of the ideal Marketing Guru who is providing the perfect product to improve the consumer’s personal wellbeing.

Those who recognise some part of the system as that which is meant to support their existence and ultimately become a long term income provider are often those who cannot fit the mould of the marketing guru and time after time they are left cold with a stock of useless product and no means to recover their expenditure. It is for this reason that consumable products are selected as marketable products so that the aftermath is either consumed or destroyed to hide the evidence of a ruthless marketing system that falsely presents itself as a wealth distribution system.

Taking all this into account it is still possible to see the wealth distribution system in action for some people in the Multi Level Marketing organisations and it is the desire for this wealth that encourages people to keep trying in the hope that one day everything will click and the income that they deserve will finally be theirs. No matter how good the product may be and how exciting the experience of using the product may be, the product takes second place because it is actually personal wealth that is ultimately being sold.

For the Multi Level Marketing Company, the task of avoidance of specific difficulties with the marketing system and emphasis on the successes of a minority is continuous. Any presentation of the reality of the system will most likely stop sales immediately and prevent even those who could be successful from entering their system. All this must be because the integrated funds distribution system was taken apart and used as “stand alone” Multi Level Marketing Companies rather than an integrated distribution system that includes many Multi Level Marketing organisations.

### **A World Wide View of the Possibilities**

With the advent of the Internet and the widespread application of Multi Level Marketing it is possible to see the emergence of a unique and complex funds distribution system that we will call “Network Funds”.

The key to the “Network Funds” concept is the number of providers to service the consumers and the type of consumables that are offered.

Assuming all this has been considered and put in place it is easy to see how quickly it will be taken up by consumers with the aid of the systems that are already in place on the internet. The consumer of one product can be compensated by being the provider of another due to the massive quantity of combinations available within the various databases and internet connections. Automatic payment and remuneration is already in place and, based on minimum ordering quantities, the engine of “Network Funds” can easily roar into action and provide remuneration to members based on consumption only, without the need for penalised workers and starving consumers.

Because of the true nature of mankind there will always be those who are able to provide for their personal and family needs and those who have difficulty in doing so. However, deep within those who are able to provide is a sense that this gift is theirs not only for themselves but for others as well. The balancing forces that will make “Network Funds” operate and grow into an entity that supports the world is the deep desire for people to be able to provide for others. By providing the tools to allow assistance without being bound by regulation “Network Funds” will support that critical desire and bring joy to the hearts of many.

Like providing for a child to go to school or providing for a university education there is a need for support funds and education to start the process happening. In the same way support funding will need to be established to bring someone into “Network Funds” and the input of initial funds will become a loan that is gradually diminished by a percentage of the remuneration that results from the “Network Funds” activities.

All consumables can be directed through “Network Funds” via refined Network Marketing Companies who profit the same way that they do now but with less marketing problems and much more dignity.

### **The Next Step**

If we take a look from the typical Multi Level Marketing organisation and see the detail put into filtering out the questions that cannot be answered we can see that there is a large portion of society that is excluded from their prospect list. Those who demand answers or those who have already had a bad experience with Multi Level Marketing will most likely exclude themselves as prospects but the larger proportion of exclusions are those who have heard or been told to keep clear of the dreaded MLM.

Multi Level Marketing organisations never consider those who have a bad view of MLM and go out of their way to instruct their members to ignore what may be as large as 80% of a nation’s consumers. The marketing strategy is designed to ignore the resistance of objection and thus 80% or more of their prospective consumers.

It is in the interest of both MLM organisations and consumers in general to look deeply at the massive build up of objection and find a way to defuse this abnormally high pressure and use its energy for the good of all parties concerned.

The first Multi Level Marketing Company to take on the reality of the objection to their methods and align itself to the task of developing a complete funds distribution system will not only make history but will provide an opening for the honour and integrity that they claim to represent by placing high priced, high quality products on the market.

The next step is to realise that Multi Level Marketing is a part of an overall concept to provide a consumer based funds distribution system that is solely based on the consumer’s needs. The funds distribution is self supporting and self regulating by the multi level marketing pricing formulas that are already in operation. The only thing that is missing is the necessary launch assistance plan and the widespread use of Multi Level Marketing for all consumables.

Like every system in the world there is an opening for corruption and it is for this reason that now is a good time for the elevated beings of the world to make a concerted effort in the development of a funds distribution system that is controlled by the real needs of the people and fully supported by the heart felt desire of each one of us to deliver our gift of prosperity to every person in the world.