

# SPECIAL BONUS

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## Answers for Big AI's Home Business & Network Marketing I.Q. Quiz

The Home Business & Network Marketing I.Q. Quiz has 20 questions worth 5 points each. A perfect score equals 100 points. After completing the quiz, check out the following list of answers to find the correct answers to those questions you may have missed.

*NOTE: This Flash quiz will only work on PCs.*

1. What is the #1 purpose of a personal Website for marketers?

- A. Collect visitors' e-mail address for follow-up
- B. Contact information and product information
- C. Image and credibility

Answer: (C)

2. What is the best way to create credibility with your prospect on your home page?

- A. List of achievements
- B. Personal picture
- C. List of your affiliations

Answer: (B)

3. Which is best site for generic information for network marketing?

- A. [www.fortunenow.com](http://www.fortunenow.com)
- B. [www.mlplayers.com](http://www.mlplayers.com)
- C. [www.sponsoringtips.com](http://www.sponsoringtips.com)

Answer: (A)

4. Which method builds retail business fastest?

- A. Direct Mail
- B. Telemarketing
- C. Advertising

Answer: (C)

5. When is the best time to get referrals?

- A. Just after signing up
- B. After a successful experience
- C. When turned down

Answer: (B)

6. Which product line accounts for the majority of multilevel sales volume in America?

- A. Cleaners
- B. Vitamins
- C. Cosmetics

Answer: (B)

7. What is the best research tool for marketing your business?

- A. [Alexa.com](http://Alexa.com)
- B. Dunn & Bradstreet
- C. Wall Street Journal

Answer: (A)

8. Which profession statistically makes the most successful multilevel distributor?

- A. Business owners
- B. Housewives
- C. Salesmen

Answer: (B)

9. Which advertising medium has the best success ratio for recruiting?

- A. Newspaper
- B. Radio
- C. Direct Mail

Answer: (C)

10. What is the number one concern of new distributors?

- A. Product pricing
- B. Recruiting leads
- C. Training

Answer: (C)

11. Which method creates a better bond with your prospect?

- A. Telephone call
- B. E-mail message
- C. Personal letter

Answer: (A)

12. Which premium motivates multilevel distributors most?

- A. Car
- B. Travel
- C. Cash

Answer: (A)

13. Which technique best helps to close undecided and uninterested prospects?

- A. Ben Franklin close with pros and cons
- B. Reasons why and benefits
- C. A story of a previous happy purchaser

Answer: (C)

14. What is the ideal length of a presentation?

- A. Less than 10 minutes
- B. 10 minutes to 30 minutes
- C. More than 30 minutes

Answer: (A)

15. Which night of the week is the easiest to get an appointment?

- A. Monday
- B. Tuesday
- C. Thursday

Answer: (B)

16. Which ad-answering technique gives the best control and results for recruiting?

- A. Answering machine
- B. Answering service
- C. Live

Answer: (A)

17. Which is the best technique for raising capital for your business?

- A. Garage sale
- B. Better marketing
- C. Loans

Answer: (B)

18. Which is the most important factor in choosing a multilevel company?

- A. Product line
- B. Marketing program
- C. Management

Answer: (C)

19. What percentage increase in income do new distributors receive when finishing a comprehensive multilevel business-building workshop?

- A. 50%
- B. 100%
- C. 150% or more

Answer: (C)

20. Which factor keeps hard-working distributors from earning the big money in multilevel marketing?

- A. Lack of upline support
- B. Lack of training availability
- C. The company they represent.

Answer: (B)