

# Strategic Positioning in the Marketplace with DFI

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Most people who enter the Home Based Business arena, do so with a lottery mentality. They hear of promises of making big money and they think, "I might have just hit the jackpot". Only to be discouraged in finding out that treating a Home Based Business like a hobby results in failure and lost cash.

If you are truly serious about making the big bucks and starting your own business, then you have to be strategic. You have to understand that training is necessary. Doctors and lawyers don't make a 6 figure income by accident. They are strategic about getting there. They educate themselves and make themselves an expert in their industry. They invest in themselves because they are positive that the return on investment is completely up to them. We could learn something from these individuals.

DFI has recently implemented that strategy. They are positioned with top industry trainer, Dani Johnson. Many of you have already seen her on the Benny Hinn Show, MSNBC and various other television and radio programs. She didn't become a millionaire by accident and she teaches direct strategies on how you can do the same.

DFI is also positioned with the best leaders in the industry. Honest and ethical individuals who know that building a business on a solid foundation lasts and creates a good name for yourself in the marketplace.

DFI has most recently obtained a unique strategic position regarding systems and tools. They just launched a new state of the art marketing system with features that simplify the Coastal Directors business and makes following up with clients and making money VERY simplified. It also provides step by step training for the Director that leaves them feeling as if someone was standing over their shoulder telling them where to click in their system and what to do next.

This system also has a front end prepared by experts in the industry who know exactly how to easily take a client through an information gathering process so that they are making a good solid decision. It's unlike anything you have ever seen in Coastal before, simply because nobody has taken the time to seek the experts and invest in solid positioning for their group, until now.

DFI has also partnered with the top industry leader in advertising. This is a company that

has stellar customer service and a long standing history of success, Cutting Edge Media.

Whatâ€™s our prediction? Due to strategic positioning, DFI will explode into a thriving organization that sets new records in Coastal Travel.

You can't ask for better positioning than that!

To get more information on the DFI system and how you can position yourself for success in the Home Based Business Industry, check it out for yourself:  
<http://www.freedomchoicenow.com>

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