

# Dare to Dream and Work to Win

## Understanding the Dollars and Sense of Success in Network Marketing

### Introduction

Greetings and welcome to another great month in our 12 month financial education coaching program **Growing God's Talents.** My name is **Rich Cavaness** and I will be coaching you this month on a topic that has been a large part of the success of the fantastic **home-based business boom** here in North America.

Our financial book this month is on the topic of Network Marketing. Our author is Dr. Tom Barrett and his book is titled, **"Dare to Dream and Work to Win."**

Now most people when they here the term, **"Network Marketing"** or **"Multi-Level Marketing"** have some **not so nice words** or **visual images** pop into their minds. For years, most people have not taken this industry seriously. This month I hope to dispel some of that and let you know that as an industry, **Network Marketing** is growing and it's **here to stay**. Whether it's on Wall Street, in corporate board rooms, and in the general business community, **Network Marketing** is increasingly being recognized as a primary means of transacting business. Most of these groups recognize in today's business climate, they see it's a tremendous strategy for getting goods and services to the consumer. **Network Marketing** is extremely efficient, effective, and can be profitable.

**Network Marketing** will continue to attract unprecedented numbers of people in the upcoming years because of basically **two reasons:**

The **first reason** is due to major changes have transformed the industry of network marketing. These changes are all positive. **Network Marketing** has reached:

- new levels of **integrity**
- new levels of **professionalism**
- new levels of **mainstream acceptability**
- new levels of **profitability for participants**
- new levels of **technological sophistication**
- new levels of **training and support**
- new levels of **Fortune 500 and stock market awareness**

The **second reason** is due to major changes have transformed the traditional work force. These being in the technological advancement and economic arena. For many professionals today, the “**rules of the game**” have changed so much, downsizing, the law of supply and demand for available job positions versus the amount of people applying for the jobs.

And watching the corporate today is like participating in a game of **musical chairs**. While the music keeps playing, the people keep moving, but they all know that the music can and will stop at any moment. And because of this, many people today are living their lives in **chronic fear and high stress** because they know that they may be the ones left standing with no chair to sit in when the music stops.

Many people today in the current work world are **concluding** that the time demands are too great, that the stress levels are too high, that the potential for time and financial freedom is too small, the idea of job security is gone, and the overall rewards are just too minimal. This is why more and more people today are **branching out** and **taking more risk** to start their own **home-based business** and particularly **Network Marketing**.

Here is a good list of the **top home-based businesses** going today:

**Stock Market & Investing**

**Real Estate Buying or Selling**

**Network Marketing, which is our theme for this month...**

**Infopreneuring, selling and creating information products**

**Internet Marketing**

**Personal Trainer for businesses or fitness centers**

**Yoga or Aerobics Instructor**

**Child Care Services**

**Tutoring**

**Life or Business Coaching**

**Consulting**

**Medical or Legal Transcriber**

**Medical Claims Billing**

**Accounting or Bookkeeping**

**Web Design**

**Desktop Publishing**

**Photography**

**Home Inspection**

**Remodeling**

**Interior Design**

**Catering**

**Gift Baskets**

**Wedding Planner**

**Personal Shopper**

**Custom Jewelry Creation**

**Computer Repair**

**Cleaning Service**

**Carpet Cleaning Service**

**Horse Riding School**

**Ebay**

As a matter of fact, let me share with you some **incredible statistics** on just how much the **home-based business** revolution is exploding in North America today....

- According to **IDC**, a top national research firm, there are between **34.3 million and 36.6 million** home office households in the United States alone...
- The **number of U.S. households** that have a home-based business currently **exceeds 12 percent.**" - **Office of Advocacy, Small Business Administration**
- **Newsweek magazine** reports that by the year **2008**, it's anticipated that **over 50% of the households** in the United States will be involved in a **home-based business!**

### **How about the Success Rate of Home Businesses?**

- About **70%** of home-based businesses will **last over a three-year period**, compared to **29%** of **other business ventures**, according to the **Home-Based Business Institute**.

**Entrepreneur magazine** estimates that **\$427 billion** is generated each year by home-based businesses. That's bigger than the pharmaceutical industry, the food industry, and the consumer goods industry **all combined!** This is all being fueled by low-start up costs to have a business from home, the flexible hours it allows a person, and the ease of the internet today. Believe it or not, statistics show that over **150 million people** in North America alone, enjoy the freedom and the benefits of owning their own **internet business!**

- A recent **IDC** survey indicates that the average income for income-generating home office households is **\$63,000 a year**.
- A **November 2000** report from the **SBA's Office of Advocacy** shows that in **2000** nearly **20,000 entrepreneurs** grossed **more than \$1 million** operating from a home-based environment.
- Here some shocking facts for you: Today **women run 70%** of home-based business: nearly **17 million** and according to **IDC**, **48%** of home workers with an income generating home office are **college graduates**...and **51%** of home office users are **college graduates** with **incomes more than \$40,000!**
- And according to **IDC**, home-based businesses create an estimated **8,500 new jobs** daily...
- Every 11 seconds someone starts a home-based business.
- Over the next five years, in the United States alone, the number of people who work out of their homes will increase from a current 36 million to an estimated 90 million by the year 2010!  
**What that means is that one out of three Americans will be working out of their home.**
- Because of the home-based business frenzy, over 1500 jobs are eliminated daily in U.S...
- 40% or less of all home-based businesses require less than \$5,000 for startup...

This is why there is no better time for you to seriously consider getting involved with a home-based business opportunity, particularly, **Network Marketing**. Whether you do it **part-time** or

**full-time**, it's a great way to improve your financial situation and develop multiple streams of income for yourself.

## Chapter 1: The Foundation for Success

When it comes to **Network Marketing**, there are three foundational principles to success:

### **Consistent effort...Duplication...Give it enough time**

So let's talk about **Consistent Effort**. You have to be willing to give **consistent chunks of time** to your business if you are really serious about growth and creating a residual income from it. So whether you are wanting just enough maybe to make a car payment, let's say **\$350 per month** or to make a house payment, let's say **\$1,200 per month** or to supply a stay at home income of let's say **\$3,000 per month**, the key is to work at it on a consistent basis. And remember this, you can work your business full-time or part-time, but **NEVER** spare time! What do I mean by this? Well, most of us don't have **ANY** spare time but we can **MAKE** time for the things that are important to us. Network Marketing is a business of inconvenience, the only way to make it work is to schedule "**gaps**" into your schedule of specific times and dates that are dedicated to your business on a consistent basis.

You see, when someone states to me that they do not have time for something, they have stated a **priority**, not a **fact**. Be honest with yourself and look at your daily habits and time management. What parts of your day do you have a tendency to fill with small talk, significant time wasters, or just plain old nothingness, when you could be growing your business? What unproductive activities do you currently engage in? How much time do they take up with which you could be building a business, reaching your goals and changing your life?

The next area is that of **Duplication**. One of the world's richest men, John Paul Getty once said, "I would rather have **1%** of the efforts of **100 men** working for me rather than **100%** of **my own efforts**." Imagine sponsoring **one person every month** and then having that person do that as well, by the end of **12 months** you would have over **4,000 people** in your organization! This concept is very similar to that of **compounding interest**, where your money starts and where it ends up are very different.

The real key in **Network Marketing** as far as **duplication** is concerned is having a **system** that gives new participants direction and support. A **system** or **tracks** to run on, allows them to **duplicate** with others precisely what we have modeled for them. Over time, every person becomes a "**system duplicator**", which then creates depth and width in your organization and yields wealth.

Now here is the **paradox in Network Marketing**: When we focus on wealth **alone**, it will not be achieved, but if you focus on **duplication**, helping others to succeed, and putting a system in place that increases the likelihood of other's successes, then you will almost inadvertently reach your own goal of wealth.

The third principle is be **patient and give it enough time**. You need to settle in, take the long view, and stay on task. One of the **great challenges** that come with **Network Marketing** is having **unrealistic expectations** regarding time and money. Most people have a lot of ground to cover in their own personal lives in terms of personal development, that in of itself can take some time. To be really successful in the **Network Marketing arena**, you have to become a **leader** and the **first person** you have to lead effectively is **yourself**. Mark my words, If you **cannot lead yourself**, you will **never** be able to lead others!

Let me give you some examples of some **unrealistic financial expectations from Network Marketing**:

***You thought you could create wealth without hard work...***

***You thought you could work this business on a part-time basis but immediately receive a full-time income...***

***You thought you would never experience any setbacks or challenges...***

***You thought most of your family and friends would immediately join you in your new business...***

***You thought every new associate would be as motivated and excited as you and would put in the same amount of work...***

***You thought you could treat Network Marketing like a minor hobby but have it pay you like a major business...***

***You thought you could build this business and never leave your comfort zone...***

These are just a few of the **unrealistic expectations** we can encounter as we build a Network Marketing business. Be aware of them and remember, be patient, stay for the long haul, and effort and energy will determine your results.

One last note before we leave this chapter. If I was to **summarize** these three key principles into **one power-packed truth** for success in **Network Marketing** it would be this: ***There is only one thing that counts and that is showing your business presentation to someone. A person-to-person, face-to-face business appointment.*** If your business is going to grow significantly over time, you need to be giving it enough time on a daily and weekly basis to show people what you do and how they can benefit from it as well.

## **Chapter 2: Four Major Ingredients for Success**

Have you ever asked yourself why do dreams become a reality for some, while for others their dreams end up relegated to the discard pile of old wishes that never materialize? Why will network marketing become all that some people expected, while for others



it will not pan out? **The answers lie in the beliefs, attitudes, insights, and skills of each individual.** Additionally, there are some practical points which profoundly determine a person's success in network marketing. We call them the **"Four Ingredients for Success."** I would suggest that you make these **"Four Ingredients for Success"** the foundation upon which you build your business. Memorize them. Know them cold. Then live and teach them.

### **Ingredient #1: Determine What You Want**

It is critical that you are **absolutely clear** about **what you want out** of your business before you decide what you will put into it! The reason this is so important because **goals** create focus, energy, and passion. They strengthen the will. **Goals** keep us on track when the task seems too big, too difficult, and too far away. And it's really important that you make your goals as specific, vivid, and real as you can. Write them down and review them every day.

You need to ask yourself the question, ***"Why am I doing this?"*** You see, knowing the **"Why"** is what keeps us going while we learn the **"How"** of the business. A clear and detailed dream does two things: it creates perspective and perseverance.

**Network Marketing** can offer you the vehicle for change and reaching your goals and dreams.

### **Ingredient #2: Decide What You Are Willing to Reschedule or Give up in Order to Get What You Want**

**Network Marketing** offers you the **vehicle** to personal and monetary freedom, now you have to decide what to do with it. It is time to **stop** chasing and **start** doing. **Stop** wishing and **start** working. **Stop** making excuses and **start** making it happen.

For most people it is a huge **mental transition** to move from living at the beck and call of your job or boss to learning to live in a manner that is based on **your values, dreams, and internal desire.** Many people, maybe even some of you listening to this audio program, have literally spent their lives being told what to

do, when to do it, and how to do it. They don't know how to live without someone else being their boss. They will respond to someone else telling them what to do, but they don't know how to motivate themselves enough to **"get off the dime"** and take charge of their futures, their finances, and their lives.

This is really a **key ingredient**, because it really makes you deal with your **priorities**, and are you really **willing to pay the price** for success and exercise the self-discipline it will take to turn dreams into reality.

You see, ***you cannot want this business for people more than they want it for themselves!*** They will only get going and keep moving if they have their own dreams and **sufficient internal desire** to do what it takes to make their dreams come true. When someone you bring into your **Network Marketing business** is **motivated to take responsibility** for their own dreams, then you can truly assist, serve, support, and teach them as much as you want.

A lot of people **love** the idea of growing a business, being independently wealthy, having money to give away, etc. But while they love to think of these things, they are **overwhelmed** on the effort required to make it happen.

Dreams create hope, goals create focus, and focus creates the **fuel** that propels us to action. Never forget the **"Why"** of your **Network Marketing business**, and **"Where"** you want to go with your life, and at **what price** am I willing to pay to see it come to pass?

### **Ingredient #3: Associate with People Who Will Help You Get What You Want**

Your **Network Marketing business** will grow larger and faster if you are a **team player** and understand the **value of association and mentoring**.

King Solomon once wrote in **the Bible**, "He who walks with wise men becomes wise, while the companion of fools will suffer harm."

Whether we want to admit it or not, we become like those we associate with. You see, no matter how individually committed you are to your **Network Marketing business**, you cannot do it alone. From start to finish, this is a **team business**. It's all about people and relationships. We all get to dream, build, and win together. It is through the power of association that a person stays focused, energized, and excited. The beliefs of others impact our beliefs. Their courage, optimism, and tenacity rub off on us. Association with others can inspire you to new levels of personal vision and determination.

There are **two things** that you will discover when you start to prospect and interview people for your business: **#1**, you will be amazed how many people have actually **abandoned** all serious expectations that their **life dreams** can ever be achieved. And **#2**, you will be amazed at the common **misconception** others have about **Network Marketing**.

**Association with others** who are clearly focused and highly motivated will keep you going when your will is weak, your vision dim, your mind weary, and your heart tired. And every person, no matter how great a leader you are, no matter how internally motivated you are, or how big you get in this business, everyone has moments like this. Being with others who remain clear-headed, highly motivated, and full of vitality can quickly infuse and revitalize anyone.

People who are really serious about their **Network Marketing** business will attend leader training and presentations, annual conventions, they will lock into their upline leaders to let their vision, skill, and motivation rub off on them. As a matter of fact, there are a **number of ways you can stay connected, focused, and involved**:

**Weekly group meetings**

**Weekly in-home meetings**

**Books, tapes, & DVDs**

**Telephone**

**Voice Mail**

**Email**

**Conference's**

**Tele-seminars or 3-way calls**

Speaking of **association and influencing others**, have you ever noticed that some people, when they walk into a room, **emanate joy** while others **eliminate it**? Some **invite laughter**, while others **eradicate it**. Some make you **eager to stay**, and others make you **want to leave**. My question to you is this, “**With what emotion do you fill a room? How do you impact the atmosphere or mood of the places you go?**”

It is really important to make sure the excitement and joy of growing your business are reflected in your attitude.

#### **Ingredient #4: Have a Plan that Works and Work Your Plan**

Why is this simple goal so elusive? Because it is completely **dependent** upon one of the most powerful and needed dimensions of human behavior: **MOTIVATION!**

I believe there is a common linear progression for people with big dreams, and this is what it looks like:

- 1. They have a dream**
- 2. They break that dream into its component parts or phases**
- 3. They set goals that reflect the component parts or phases**
- 4. They develop a plan with long-term, intermediate, and short term components for the achievement of each goal**
- 5. They make their daily, weekly, and monthly schedule reflect that plan**
- 6. They stick to the plan and the schedule**

This is what Stephen Covey meant in his book, “**The 7 Habits of Highly Effective People**” when he said, “Begin with the end in mind and then thinking backward from there.” This is nothing more than determining “**Where**” you want to go, “**How**” you are going to get there, and then put **action** to it and **doing it!**

## Chapter 3: What Makes an Entrepreneur?

Basically, there are **two types of people** in the business world today: those who are **entrepreneurs** and those who are **bureaucrats**. What I am going to do in this chapter is describe for you the **clear difference** between the two and help you see that if you want to grow a successful **Network Marketing** business you have to become an **entrepreneur**.

So, let me describe to you what it means to have a “**bureaucratic mindset**.”

They live in a very **structure** oriented environment. They know how many hours they will work each week, what their job is, how much they are getting paid. **They tend to be employees and trade time for money**. Their lives have a routine and rhythm with which they are well acquainted. They see that if they work “**x**” amount of **hours**, then they have “**x**” amount of **dollars** coming in.

Now, here is how the “**entrepreneur mindset**” is set up.

Most entrepreneurs have **amazing vision**. They see potential, opportunity, trends, transitions, emerging markets, needs, and the future with an acuity that leaves non-entrepreneurs feeling nearly blind.

One thing that is much different about **entrepreneurs** is that they have a **state of mind** that profoundly impacts their view of life and the world around them.

They **anticipate** the future with confidence, they see **challenges** and not problems, **believe** that life is good overall, see **possibilities** everywhere, enjoy life, they **stay on task** and don't yield to their immediate thoughts and feelings, **expect to win** and reach their goals, and feels like a **player** in the game of life God has given us. People who live in this **state of mind**, know they have some measure of **control** over their environments and their futures.

Another very important point about **entrepreneurs**, is that **associate** with movers and shakers, and people who are going

places. This way they can stay on top of knowledge, their enthusiasm, their conviction, and keeping on task. **They simply do what needs to be done.** They produce instead of procrastinate. They are **paid** for doing what others would not do. They are **paid** for staring down fear, ignoring fatigue, fighting loneliness, pushing through discouragement, and walking by faith. They are **paid** for putting their dreams, lives, and security on the line.

Plain and simple, to have a thriving and successful **Network Marketing business**, you have to live, breathe, and act with the “**entrepreneurial mindset**” or it will never happen for you. It’s really quite simple when you think about it: **Set your goals, put a plan of action to accomplish them, and never give up or quit!**

## **Chapter 4: When Expectations Don’t Match Reality**

One of the **biggest challenges** facing those who get involved in **Network Marketing** is unrealistic monetary expectations. Most people have no clue of what it takes to make a dream become reality and what it takes to grow a business. **For some reason, many people believe that they will sign up, talk to a few people, and by osmosis, created out of thin air, the money will just start rolling in!** Yes, through Network Marketing the potential for wealth creation is real, and it can be attained quicker relative to other more traditional business models, but you must be realistic about it.

Let’s do a reality check and have some fun looking at this. I am going to ask you a **series of questions** and you see if your financial expectations of **Network Marketing** are in need of adjustment.

“Did you think you could create wealth **without hard work?**”

“Did you think you could work your business **part-time** but immediately receive a full-time income?”

“Did you think you could build a top notch business and never experience **any disappointment?**”

“Did you think that your family and friends **would immediately join** you in your endeavor?”

“Did you think there would not be a **time of learning and understanding** how things work before you began to see success?”

“Did you think that all the **people you sponsored** would be as motivated, self-directed, and on-fire as you?”

“Did you think that you could build a Network Marketing business and **never have to leave your comfort zone?**”

“Did you see the amazing realities of residual income but forgot that it **takes significant time and effort** to build an organization that has depth and duplication?”

“Did you think that all you had to do was grow a business and not have to **grow as a person?**”

Well, how did you do? Most people **flunk** the test during their first few months of being in Network Marketing. Don't feel guilty or depressed, most people are initially **naïve** on what it really takes to build a top-notch, high income earning business.

Just remember, **you will reap what you sow!** You will need to invest **substantial amounts of time and energy** in your business if you want to reap a significant return. And make sure your expectations match up with your goals and dreams.

This business is all about consistent effort, duplication, and being patient. It's not about running a sprint, but a marathon. Success

in Network Marketing is more about tenacity than talent. No matter what, don't quit, and don't slow down.

## Chapter 5: The Psychological Side of Network Marketing

Probably one of the **biggest challenges** that most people face in **Network Marketing** is the area of **doubt** about themselves. Most people **want** to make more money. Most people **want** to improve their lives. Most people **want** to be happy and fulfilled with their employment situation. Most people **want** to spend time with the things that are most important to them. But the **one thing** that really throws a stick into the wheel of success is that they do not **believe in themselves**.

You see, you can have all the intellectual confidence, all the conviction, and passion in **Network Marketing** and the company you represent, but if you **cannot not believe in your self, and your mind is filled with self-doubt and negativity**, then your belief system will **outrank** and **overshadow** all of your confidence, conviction, and passion. Success really does start with the **proper mindset** and **belief system**.

For many, it's like trying to drive a car with the parking brake on. The weight of **self-doubt** keeps slowing them down. Their **faulty belief systems** prevent them from achieving the levels of success and actually increases their likelihood of failure. They often get caught in repetitious patterns of avoidance, false starts, and failed finishes.

So here is the **bottom line truth** for you regarding how your mind will affect your success or lack of in your **Network Marketing business**:

**Your Core Beliefs are the Epicenter from which Your Thoughts, Behaviors, and Emotions Flow!**



One thing that I want to make clear hear is that there is a **HUGE** difference between a **brief passing thought** and a **belief system or mindset**. All of us have moments of doubt, even the most seasoned veteran and experienced networker. These temporary doubts are normal and okay. What really separates the high achiever from the person who is not, is the **frequency, duration, and intensity of the self-doubt**.

What you need to understand is that **your beliefs determine your behavior, your attitudes determine your actions, and your content of your thoughts determine your life conduct**. The quality of your thought content impacts the quality of your life. In Network Marketing, a person's business will never outgrow his or her **self-image**. A person's **core beliefs** are the **constitution** they live by, the final law of the land of their mind.

It is very important as you accept responsibility for your thought processes, that you begin to ask questions like:

**WHY** do you believe what you believe?

**WHEN** did you begin to believe it?

Is **WHAT** you believe actually true?

**HOW** did those beliefs get into your mind?

You see, if you do not learn to **manage your thoughts** then your thoughts will manage you. **Either you will learn to capture your thoughts or your thoughts will capture you!** It is critical in the developing yourself and growing a Network Marketing business that you train yourself to be a good listener to **your own internal dialogue**.

Here are some things to listen for in your **self-talk**:

Is what I say to myself helpful, positive, constructive, motivating, kind, and inspiring?

Does it lead to self-confidence, optimism, personal strength, health, laughter, freedom to succeed, to fail, to learn new things, to dream, to take risks, to lead, to serve, and to trust in yourself?

Do you ever use the following phrases in **your self-talk**:

I could **NEVER** do that...I'm **NOT** good at...I'm **NOT** very...I always...I would like to, **BUT**...

When you use the above phrases and words, they are inferring to your mind that you are **NOT** expecting to succeed. Most people are not successful because they spend the **majority of their lives** tied up in "**NOTS**"...They say things such as:

I am **NOT** smart enough...educated enough...outgoing enough...disciplined enough...confident enough...talented enough...mature enough....or they may say:

I am **NOT** good with numbers...a good speaker...good leader...good motivator...good manager...good person...and it goes on and on and on!

What most people do not understand is that there is **tremendous power in our words**. **Words** wield enormous power in our lives. They can literally shape, make, and break your life. As a matter of fact, notice what the wisest man ever wrote in the **Book of Proverbs**:

"Death and life are in the power of the tongue and those who love it will eat its fruits."

"Pleasant words are like honeycomb, sweetness to the soul, and health to the body."

One of the best ways to make sure that you **stay focused** and **mentally sharp** is to constantly remind yourself **WHY** you are in **Network Marketing**. Make sure you keep a **clear vision** of where you want to go. Make sure your **motivation** is high. And make sure that you **keep improving** and **developing your skills**.

I cannot stress to you enough how **vital** it is for you to discover **your core beliefs** and give yourself **permission** to challenge toxic beliefs or people that poison your ability to believe in yourself. Winning the mental battle for success in life and in **Network Marketing** does not come from the absence of negative beliefs. **It comes from the presence of core beliefs and habits of thinking that are true, positive, and empowering.**

In the end, the **most challenging aspect** of managing your business will be the **management of your mind**. Successful people understand the **Proverb in the Bible** that says, "As a person thinks in their heart, this is what they become." This is why it is so critical for you to **develop a mindset** that sets you up for success.

## **Chapter 6: Taking Responsibility for Your Life**

There are basically **two groups of people** who get involved in **Network Marketing**: Those who take responsibility for their own lives and those who hand authority, power, decisions, or control to someone else and give others undue influence in their lives. The people who accept responsibility for **where they are** and **where they are going** in their lives **gain a power** in their lives whereas, those who play more of a victim role actually **give their power away**.

With this concept comes one of the **biggest obstacles** in succeeding in **Network Marketing** and that is overcoming your **FEAR**. Pro-active, responsible people will press through and keep their eyes on their goals and dreams and overcome it. Victim oriented people will actually allow the **FEAR** to gain power and control over their lives. The **FEAR** actually renders them immobile.

In Network Marketing, **FEAR** is the invisible cause for lack of productivity and success. Unfortunately, many people with big

dreams, long-term goals, future plans, and good intentions trade in all that for **one simple but immediate goal**: Get Rid of **FEAR**! When they begin to feel anxious and out of their comfort zones, they unconsciously shift their goals. They temporarily suspend the pursuit of their dreams and the growth of their business.

You see, You will either **face the fear** of doing Network Marketing or you will **face the fear of NOT** doing Network Marketing. The **CHOICE** is yours!

This is where it can be very helpful to right down on a piece of paper all the **benefits and costs** associated with **avoiding FEAR**. You will probably notice that the costs are real, significant, and long term, but the benefits of avoidance are mostly imagined or temporary.

Just remember, if you are ready to chase after your goals and dreams, then you will have to **face your FEAR**. You will have to step out of **your comfort zone** and do things that are new, different, and uncomfortable. There is no way to avoid this because you have to grow as a person if you are going to grow a successful business. To gain victory and control over **FEAR**, you have to have goals, dreams, and directions in your life be more important to you than the **temporary discomfort of the FEAR**. You will need to **feel the FEAR**, but do it anyway. You will have to gain **POWER** over it.

## **Chapter 7: The Power of Leadership in Network Marketing**

**Leadership** is about leading yourself and leading others. One thing is for sure, you cannot lead others if you cannot effectively **lead yourself first**.

One of the most positive and unique aspects of **Network Marketing** is the way leadership is exercised. In reality, **Network**

**Marketing** requires a higher level of **true leadership** than is needed in traditional places of employment. There is no room for **negative forms of leadership** commonly manifested in the traditional work setting. Fear, shame, guilt, or intimidation cannot be used as substitutes for genuine leadership.

In **Network Marketing** no formal lines of authority exist over the people on our teams and in our groups. They do not work for us, **they are volunteers.**

A **leader** is defined as someone who knows where they are going, and is able to motivate others to come along with them. A **leader** provides vision, skill, and motivation. **Leaders** also effectively **model** to others, they **serve** the people they are leading and they are **patient** with them throughout the process.

**Bottom line:** Leaders provide vision, skill, and motivation.

It is very interesting to note, that there is a **direct correlation** between what leaders **DO** and what gets **DUPLICATED** on their teams. You have heard the phrase, “**Monkey see, Monkey do.**” Well, **Network Marketing** works off that same premise. Your group will model your attitude, behavior, systems, business model, everything you do. That’s why it’s so important to make sure that you are not only “**talking the talk, but walking the walk.**”

Leaders understand that there are three major “**Fuel**” sources when it comes to growing a Network Marketing business:

- 1. Enthusiasm**
- 2. Commitment**
- 3. Conviction**

**Enthusiasm** is a good fuel for brief sprints, **Commitment** is a good fuel for running intermediate races, and **Conviction** is the **ONLY** fuel that sustains people for a marathon.

Let’s talk about **Conviction** for a moment. **Conviction** is unflinching belief. It is an attitude. A state of mind. It is unshakable faith. It is internal confidence. If you want to have staying power in **Network Marketing**, you have a strong

**Conviction** about the company, products, compensation plan, yourself, the people in your group. **Conviction** grows with time, experience and success.

One of the **main functions** of leadership in **Network Marketing** is to provide new and beginner reps a **simple** but **detailed track** to run on. This is **invaluable** for new reps because it helps them to know **what to do immediately** upon entering the business. It is also a good way to determine **how serious** they may be about the business. For example, suppose a new rep on your team comes to you as the upline leader and says, "I am new in the business, but I am completely available and teachable. What are the **first 10 things** that you want me to understand and do?"

Here is a **partial list** of important items that you want **ALL** your new reps to address:

Why am I getting into this business?...What do I want out of my business?...When will I host my first in-home meeting?...What is the date of my first training session?....Make a list of people's names and phone numbers to contact about my new business...Essential materials that are necessary to successfully start my business...Miscellaneous forms that need to be filled out.

You see, but providing these **guidelines or tracks** to run on, leaders can be more focused on teaching, leading, and coaching.

One of the **biggest mistakes** many leaders make is to **assume** that people understand the most **basic aspects** of growing their businesses. This is why you must **be actively involved** in the teaching, leading, and coaching aspects for your team.

I hope you really enjoy this month's book, "**Dare to Dream and Work to Win**" by **Dr. Tom Barrett**. Today is the only day you can shape, manage, and control. Realize today is a gift and that you intend to use it to shape your future, so get out there and make it happen!

