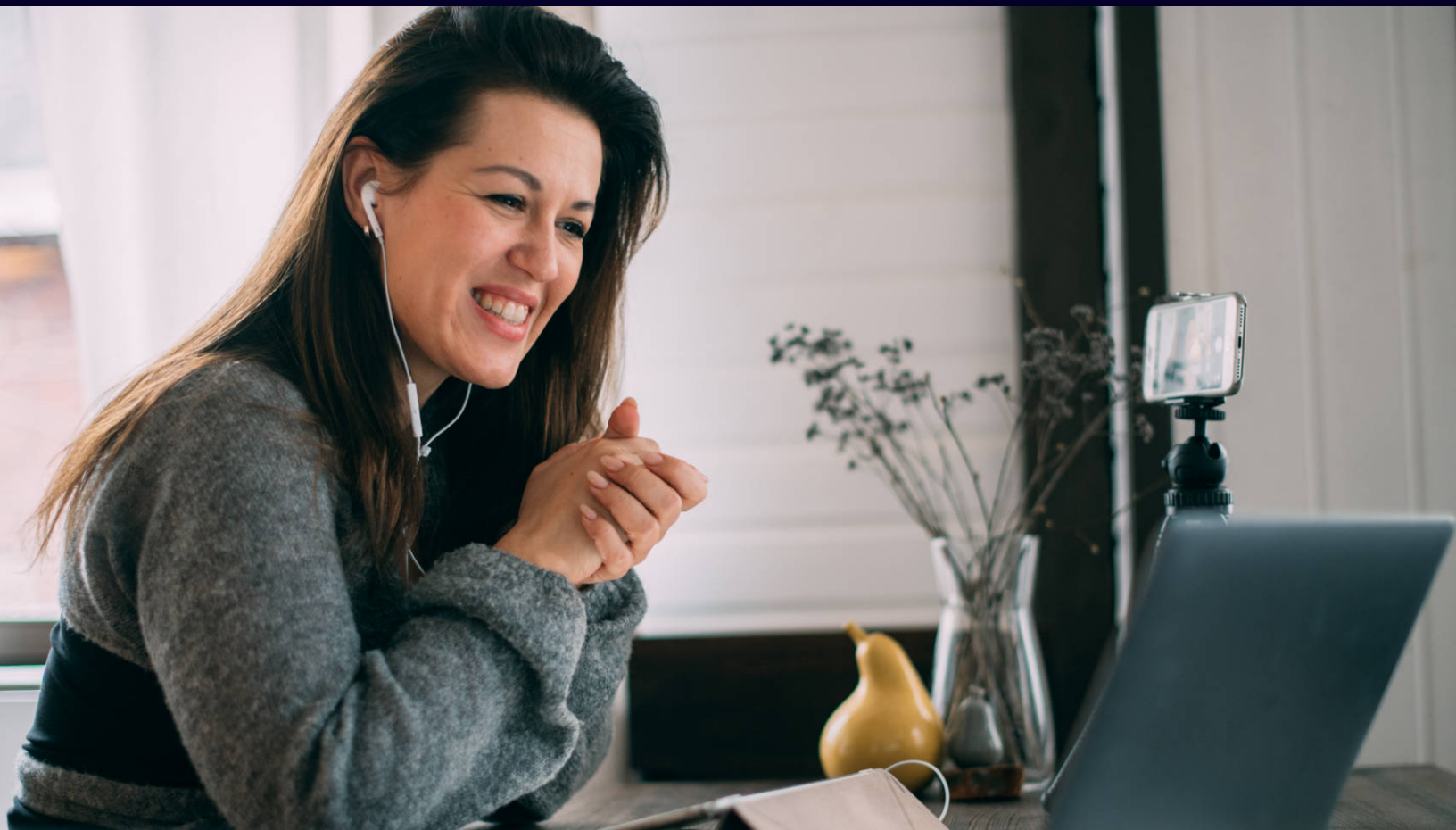


The **SIMPLE WAY**
to Succeed
in Network Marketing!
IT'S NOT A SECRET!



By Ron Malezis

It is NOT a SECRET!

Achieving success in Network Marketing is really HARD for the overwhelming majority of people who have attempted it. In fact, for most people, it seems to be darn near impossible.

But then, you have those people who seem to happily sail through the process with ease. These top producers not only build richly rewarding, large, profitable businesses for themselves, but also help many others to achieve great success and go on to live the lifestyles of their dreams.

How can that be?

What are the most successful reps doing to achieve their astounding results, while the masses seem to be floundering around?

Reading and applying this ideas you learn here will make what is HARD for most, SIMPLE for you.

THE MISSING PIECE

Here's a question that was once posed to me by a highly respected instructor at a well-attended training seminar. He asked simply, "What is the most important part of your car?"

The responses from the audience were all over the place: the steering wheel, tires, having fuel in the tank, the ignition key, one even said the windshield wipers.

The instructor agreed that everything the audience had said were important pieces. However the MOST important part was the one that was either missing or not functioning properly when needed. That's because it was that missing/broken part which would STOP YOU from going anywhere.

Achieving success with your Network Marketing business works exactly the same way. The most important thing is what you're NOT doing, or doing BADLY. That's what's STOPPING you from getting where you want to go.

THE GREATEST DISTANCE TO TRAVEL FOR SUCCESS

How surprised would you be to discover that the total distance you need to travel from where you are in your life now, to achieving your ultimate success is only about SIX (6) INCHES?

It's not so surprising when you realize that the 6 inches we're talking about is the space between your ears.

That's right. It's your THOUGHTS that most often present the greatest distance to hurdle in order to achieve your dreams.

Stop right there. Don't you dare dismiss this as some unimportant or trivial point. Pay extra close attention to what I'm telling you here.

Almost always, the difference between the top champions and those ranking at the bottom of nearly every field comes down to the quality of their thoughts.

THE WRESTLING COACH AND THE POEM

A school known for having a championship wrestling team always drew many young freshmen to the first day of orientation to learn about what it took to make the team.

The tough old coach, who had trained many great champions, always began the first few moments of that meeting in the same way.

He opened by posing this situation. You have 2 wrestlers. They are both the same size and same weight. They both have learned the same moves. They've both been attending practice and working out daily. They're both on the same team and have the same coach. However one wrestler will consistently beat the other during a match. Why is that?

Without waiting for an answer, the coach continued. He told the young boys sitting in the bleachers that it all comes down to the fact that one wrestler simply wants it more than the other one. One of them is mentally stronger.

Then, he handed out photocopies of a famous poem and required that it be memorized in order to become a member of the team.

That poem was called "**ALL IN THE STATE OF MIND**".

*If you think you're beaten, you are.
If you think you dare not, you don't.
If you'd like to win, but think you can't
It's almost a cinch you won't.*

*If you think you'll lose, you're lost.
For out in the world you'll find
Success begins with a person's will,
It's all in your state of mind.*

*Full many a race is lost
'ere ever a step is run.
And many a coward fails,
'ere ever his work's begun.*

*Think big and your deeds will grow.
Think small and you fall behind.
Think that you can, and that you will.
It's all in your state of mind.*

*If you think you're outclassed you are.
You've got think high to rise.
You've got to be sure of yourself,
Before you can win the prize.*

*Life's battles don't always go
to the stronger or faster man,
But soon or late, the ones who win,
are the ones who think they can.*

Those who achieve very little tend to write off the importance of having a strong, positive mindset. While those who become the top producers, the best leaders with the biggest teams, those who are most admired, will universally talk about the importance of having a positive, "**Can Do**" mindset.

WHAT GOALS WOULD YOU SET, IF YOU KNEW YOU COULD NOT FAIL?

Way back in 1973, the great preacher/minister/motivational speaker, Robert Schuller wrote a book entitled *"You Can Become the Person You Want to Be."*

Schuller was best known for hosting a syndicated television show called "Hour of Power" and for building one of the most famous churches in the United States called The Crystal Cathedral.

In the second chapter of that book he began by asking a number of questions.

These were the first 3:

1. *What goals would you set for yourself if you knew you could not fail?*
2. *What dreams would you have on the drawing board if you had unlimited financial resources?*
3. *What plans would you be making if you had thirty years to carry them out?*

These are some very good questions to ask yourself.

I strongly recommend writing out your answer to question number one. Then, look at your answer often.

Reading your written answer often will allow you to stay on track, especially when you've had a tough day, or a bad run of luck. It's not somebody else telling you what to do. It's YOU telling YOU.

In a newspaper article from the 1970's Schuller included a formula and a mnemonic device to help readers remember an important point.

"Goal + Toll = SUCCESS!"
~ Robert Schuller

Establish your goal. Then, be prepared to pay the price. That price will come in terms of your time, money, energy and perhaps even sharing the credit with others. Do that and you WILL succeed!

"Remember: Triumph is made up of two words: TRY and UMPH."
~ Robert Schuller

Do not be held back by any of your past failures. Tomorrow, when the sun rises once again, you'll have the light of a new day to illuminate an open door that will beckon you to enter a brand new world. It is called "The Land of Beginning Again!"

EVERYONE IS AFRAID OF SOMETHING – SO WHAT!?!

Sometimes people think that those who are brave do not feel fear. That is simply not true.

What **IS** true is that those who are brave **FEEL THE FEAR...** and do it anyway. Think back to fears that you yourself have overcome. How did you do it?

Here are a few common examples.

A loving dad would sometimes take his little girl to amusement parks where they would ride the roller coasters together. At one park there was a particularly big one. At first, she was afraid to ride it that she walked away. Then, later thinking back about other coasters she had ridden with her dad, she decided to do it. Of course she was scared. But as soon as she rode it, she asked her dad to get back in line and do it again. A few years have passed now and that coaster is 'old hat' it's no longer even a little bit scary, as she's ridden it over a dozen times now.

A young teen is learning how to drive. At first everything is new and scary. Even driving on local streets was challenging, never mind venturing out onto the highway. Now, after a couple of years of driving, it's a very natural thing. Even taking long trips out of state on the road with friends is an easy thing to do. The fear is completely gone.

Here's one more.

A person has to give a speech and is terrified. But he prepares well, and gets through it **OK**. Then, he's asked to give another one. Then another. After a few times, all the fear is gone.

Yes, he still gets nervous before a big talk, but that's different than being afraid.

Even though they may feel the same, they are **NOT** the same thing.

You can understand the difference between nervousness and fear this way. Imagine the scene in the locker room of your favorite professional sports team before a championship game. Every one of those players is filled with nervous energy. That's the adrenaline pumping into their blood stream getting them ready to perform on the field. However, as nervous as they all are, they are not afraid. They don't feel fear. Why? Because they've done it over and over again countless times.

The point is simple. While you may be afraid of new experiences at the beginning, that fear will give way to nervous excitement after having done it a few times. For some activities, after you've done them repeatedly, the experience becomes commonplace and begins to feel completely natural.

The way to **OVERCOME** your fears, is to feel your fear... and **DO IT ANYWAY**. Prepare as well as you can. Then go do it. And do it again and again.

That's how you've overcome every other fear in your life, and it will work for you again.

EVERYONE IS AFRAID OF SOMETHING – SO WHAT!?!

A number of years ago I heard a very dynamic speaker on stage who made this claim. He told us that nearly **EVERY PROBLEM** we had as Network Marketers could be solved by doing **JUST ONE THING**.

Obviously, he had my complete attention.

He said the one key activity to solving every problem was simply this: **TALK TO MORE PEOPLE**.

Initially, I began to question that statement. However, he immediately started connecting the dots.

He asked if we had problems with negativity in our downline. **TALK TO MORE PEOPLE**.

He asked if we had prospects who didn't show up for appointments, or if we had reps who never did anything after they signed up. **TALK TO MORE PEOPLE**.

He asked if we had teams that just weren't growing. **TALK TO MORE PEOPLE**.

He asked if we were not making enough money. **TALK TO MORE PEOPLE**.

And as he continued making a long list of common problems that we as networkers face, he punctured every one of them with those 4 simple words: **TALK TO MORE PEOPLE**.

It was like getting hit with a brick in the head... **TALK TO MORE PEOPLE**.

That is both **SIMPLE** and **PROFOUND**. It is stunningly obvious when you shine the light of reason on it, that his simple 4 word solution was absolutely TRUE!

That is exactly why having *an ongoing stream of pre-qualified leads* is so very important to your success.

No matter what other recruiting activities you are engaging in, there is **NOTHING** (absolutely nothing) that beats being able to talk with fresh new prospects every single day.

Now, imagine you no longer had to go looking to find people who were worth talking to? That's right. Just think of what life would look like if you no longer had to go prospecting and searching to find interested people?

That's exactly what you get when you order leads and have them delivered to your email inbox, according to whatever schedule you like.

OVERCOMING YOUR FEAR OF FAILURE

What are **YOU** afraid of with your business?

Are you afraid to make phone calls and speak with new prospects? Are there people on your list you are afraid to call, because you're afraid of what they might say, or how they might react? Are you afraid to give a presentation to your prospects, or a group of prospects?

That fear is what will **STOP** you from performing the actions necessary to move forward with your business. Those fears affect how you use your time and your energy.

Whether it's a conscious effort or a subconscious habit, it is those fears which will cause you to eventually give up in defeat. The only chance you have to achieve success is to get the better of it.

You must gain control of your thoughts. That will give you control over your actions... and how you spend your time.

The good news is that it's actually easier than you realize.

Whatever you are afraid of, the cure is the same every time.

Take **ACTION** and your fears will gradually evaporate. It's that simple.

This is such an important point that it must be repeated: **Feel the fear... and do it anyway.**

COMMIT TO YOUR OWN PERSONAL DEVELOPMENT

There's an old expression related to computers: "G.I.G.O". It stands for "Garbage In - Garbage Out".

Very simply put, your end result can only be as good as the information you start with.

The same is true with becoming successful with your Network Marketing business.

If you are plagued with self-doubt and negative thoughts, you cannot hope to achieve success. But, eliminating those things will not likely happen overnight. You must work towards them. You must become mentally stronger.

In the same way that it would be unreasonable to expect you to go into the gym and begin by bench pressing 300 lbs. or running a marathon if you're not a runner, the same is true for gaining control of your thoughts.

You must become stronger. The keyword is become. You work your way towards it.

The best way to do that is to put positive, beneficial information into your head on a systematic basis. Listen to motivational podcasts. Read books and articles that help you develop your skills. Be around people who themselves are upbeat and positive.

Avoid those people and things that are full of negative energy. You may want to stop watching or listening to the news. (They really should call it "The BAD News")

Do things that focus your mind on your highest goals and expectations of yourself. Avoid those things that make you mentally weaker and worried. Most of all realize that it YOU who control what you choose to put into your head. Choose wisely.

BE COMMITTED TO YOUR OWN SUCCESS

OKAY, so now I have some **TOUGH LOVE** for you. There is **NO SECRET**. There's **NO** hack or shortcut. **NO** Trick.

Self-discipline comes down to **ONE** word... **DISCIPLINE**.

You either want to achieve your goals badly enough, or you don't. That's it. You either really want it, or you don't.

Every day you're faced with decisions about what you're going to do and how you're going to invest your time. It's a **PERSONAL CHOICE**.

When you want something badly enough, you'll do what needs to be done. If you don't want it bad enough, you won't. It's really simple.

Don't over-complicate it.

However, you may find that your willpower is simply not strong enough... yet.

The best way to do that is something you're not going to like. You must become **ACCOUNTABLE** to someone else.

You heard me.

You've got to become **ACCOUNTABLE** to another person or a group. You've got to report in. Check in. Have someone else check up on you.

It could be your immediate sponsor, or a high-ranking upline member of your team, or key people you've personally enrolled.

But it is something you simply **MUST** do. Your own WILLPOWER is only just so strong. You've got to exercise it to make it stronger. Just like we talked about in the section above when I mentioned weight lifting or running a marathon. And the way to do that is to have someone else to keep tabs on you.

Think of it like this. Suppose a company made an announcement to all its employees. "Ok everybody. New company policy. Show up to work when you feel like it."

Ridiculous right? They might as well hang a sign on the door... "Out of Business". Why? Because people **DON'T FEEL LIKE SHOWING UP** for work. You do it because you've got a boss and co-workers. You have to show up whether you feel like it or not. There's a penalty for not showing up.

If you're a member of a team, whether it's a sports team or something like an orchestra or a band. You have practice and rehearsals. There's a coach or a band director expecting certain things of you; giving you a schedule, giving you tasks, and so on.

You have to show up and get things done whether you feel like it or not. That's because you are **ACCOUNTABLE** to other people.

You want to be more self-disciplined? You want to stop wasting too much time on tasks that are time-wasters or doing things that are unproductive? Then team up with the person who enrolled you, or a key player in your upline, or one or two people in your downline that you like and trust.

Become accountable to show them what you've been doing with your time.

Don't buy into any phony ideas that you're only one time management trick or productivity hack away. Stop looking for some magic lesson to solve your problem.

You need to level with yourself. You're not one 'anything' away. You're right here, right now.

- Commit to yourself.
- Commit to others.
- Set a schedule.
- Stick to it.
- Put the right thoughts into your head.
- Drive out negativity.
- Focus on your goals.

Do those things, and soon you'll join the ranks of those you admire. Because you too will be able to enjoy the lifestyle of your dreams.



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