

# **Explosive ABC Formula to Success In Network Marketing**



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## **Introduction**

Almost every person involved in network marketing wants to know exactly what they must do to build a successful business. Fortunately, there is no one RIGHT way to rapidly expand your business. After 7 years of trial and error, hundreds of training calls and courses, and learning first hand from self-made millionaires – I have learned what it takes to explode your business. The eBook I have written contains three key ingredients to creating success for yourself in network marketing and how to put them to work for you.

I am providing this eBook to you because I know and understand what it is like to be struggling in business and unable to invest in the “top notch” training available to us in this industry. I am a firm believer in “equal opportunity”, which has fueled my desire to make this information readily available and easily accessible to network marketers at any point of their journey.

Perhaps you are new to the network marketing industry, or maybe you are a rookie who has not experienced the success you are aiming for. Either way, everyone’s success starts at the same point. That starting point is YOU! If you are not seeing the success you desire, you need to change what you are doing and/or how you are doing it. This is not your typical “run of the mill” network marketing training. This revolutionary training is not easily accessible to network marketers, and isn’t taught to the majority of people in the industry. This information will assist you in identifying what you need to change as well as how to change it.

If you should require further elaboration or assistance with any information contained in this eBook, you can email me directly at: [Jennifer@Jennifer-Coy.com](mailto:Jennifer@Jennifer-Coy.com)

## A = ACTION



Action, simply defined, is the state or process of doing. In Network Marketing, action refers to the activities you do in your business each day that are “income producing.” Regardless of what method of marketing you choose, you must do it every day! These actions range from working in your warm market, to lead calling. I will cover the most effective income producing activities in a moment. I want to address what it is that fuels your action first; so that you are able to create a strong desire to do the daily income producing activities necessary.

**So what is it that fuels the action?** You’re reason “why”; the reason you joined your network marketing company in the first place. This is your daily motivation and your vision. It is your light at the end of the tunnel (the end result you are seeking).

A very dear friend of mine once sent me an incredible article that stated, “*Your why had better make you cry.*” The author of that article was and is absolutely right! If your only reason for a home business is to get out of debt, it will not be strong enough to help you in weathering the storms, the steep learning curves that will come in network marketing. There must be a deeper and more heart felt reason behind your decision. Let me give you an example.

Seven years ago I began my journey in the network marketing industry. At that time my only desire was to get out of debt. I had 2 children, and one

more on the way. I had been blessed to be a stay at home mom, but it came at a price. The price was the stress of not having enough money to pay the bills. My very first sponsor asked me why I wanted to work a home business. All I could say at the time was, *“I want to get out of debt.”* I had not thought past that point, and sadly my sponsor had not been taught the skills of how to dig deeper in order to help that person discover the real problem.

Debt and lack of money are symptoms and not problems. The problem is what is causing the lack of money. Had I been asked what was causing the lack of finances I could have told her a much more detailed story. For example, my husband believed he had tapped out on his pay tree, we had a home that was costing us more money to maintain that it was worth, not to mention there was no central air and window units were running us \$500 a month during the intense Texas summers. This alone would have given her insight to my situation and shown her a much bigger “why” than getting out of debt. We clearly needed to move to a better location, newer home, and simultaneously work on creating another stream of income.

In order to extract the necessary information from a person to discover their more heart felt reasoning behind their decision is to ask questions. Take a look.



 *“Mary, what is it that has you looking for additional income?”*

*“Well I want to get out of debt.”*

 *“When you say debt, what kind of debt are we talking about, how much?”*

*“Oh, we’ve got about \$10,000 in credit card debt.”*

 *“Mary, what is it that is preventing you from getting that taken care of?”*

*“Well we can’t afford to pay off more than the interest each month.”*

 *“May I ask you why it is you can’t afford it?”*

*“I don’t work, and my husband’s job isn’t willing to give him a raise.”*

 *“Has your husband thought of changing careers?”*

*“Yes, but with his age and all, no one else wants to hire him and pay him what he is making now.”*

 *“I see, and Mary, what do you foresee happening 2 or 3 years down the road if things don’t change for you guys?”*

*“I can see it continuing to put strain on our family life, and possibly cost us our home.”*

 *“And how will that feel to you Mary?”*

*“Well, not good at all, I think it would be pretty depressing.”*

 *“Mary, where would you like to be 2 to 3 years from now?”*

*“I’d like to be bringing home \$5,000 a month. Then we could relax, and start living instead of struggling.”*

 *“What is it costing you right now to not have that?”*

*“Unnecessary stress. It actually is costing us more money because of interest rates. And it’s costing my husband his health because he is really pushing himself at work to make as much money as he can.”*

See how [asking questions](#) can give you an up close look into someone’s circumstances? Never settle for your prospect’s first response to why they want a home business. Keep digging until you get to the root of the problem

and what it is costing them to not have it. Use “what, when, how and why” questions. They will serve you well in your business. Do not be afraid to ask your prospect how it feels to not have what they want. A person has to be uncomfortable in their current situation in order for them to make a change. As odd as it may sound to some, many people have gotten quite comfortable in their world of “lack” and are not driven or motivated to make any changes to correct it.

Now that you know how to assist someone in finding their why, how do you determine your own? You can start by asking yourself the following questions:

1. Aside from more money, what do I really want in life?
2. How do I feel not having that?
3. If I don't change anything now, where will I be 2 years down the road?
4. What price am I paying and, will I continue to pay, if I don't make a change?

You then take your answers and turn them into a statement that projects what you are aiming for in life – your goal (Yes, your WHY!!). Let's look at an example in which I have answered the above questions and turned them into a “why” statement.

1. I really want to teach people life skills. I want to teach others that they can be, do and have anything in life that they want. I want to live a ‘free’ life – a life free of stress, worry, doubt and fear.
2. I feel stressed, worried and doubtful without having that. I feel depressed not being able to offer more to my family.
3. If I don't change now, I'm going to be in this same position two years from now. I can see it dragging my family down.
4. The price I am paying is my health – due to stress; my happiness – due to worry and doubt; and quality family time – because of long hours at the office. My attitude about my life keeps my family at a distance.

*“I have made the decision to start a home based business so that I can manifest my true passion for teaching people they can be, do and have anything in life that they want. I see my decision providing a life free of stress, worry, doubt and fear. My decision will empower to me to proceed*

*down a new path in life that leads to abundant happiness, joy, love, calm, peace, and finances. My relationships with my family will strengthen and grow as we are able to spend more time with one another because I made the decision to get serious and change my thinking, my habits and my actions.”*

**How do you use your “why” to fuel your daily action?** The first thing you want to do is write your reason “why” on paper and make two copies of it. Place one copy by your bed to read every morning when you wake up, and every evening when you go to bed. By reading your statement each morning before starting your day you are beginning with the end in mind. You are preparing yourself to take the necessary steps which will take you one step closer to your goal. When you sit down to read it before bed each evening you will be able to self-reflect on the day’s activities and identify areas that can use improvement.

The second copy I suggest placing in a spot where you will see it several times a day. Perhaps that is your home office desk, or your desk at work. When you read it periodically during the day it will keep your dreams at the forefront of your mind, and serve as a constant reminder of the mission you are on. Read your statement every day, no less than three times a day, and any time you feel as if you are having a wall kicking moment. It will serve as a constant reminder of your goal, will continuously fuel your actions, and will strengthen you in the face of adversity. Your “why statement” is a beautiful declaration of who you intend to be. You can change it and modify it at anytime. As you grow, so will your why. It is unique to you and no one else will have your exact statement. Think of it as your secret weapon, something you can count on to rearm you immediately.

Now that you understand what fuels your actions, and how to apply it, let’s take a look at the most popular and most effective ways to get into action. These are called income producing activities.

## **WARM MARKET APPROACH**

One of the most popular and effective income producing activities is working your warm market. This is often the first method taught when you join any network marketing company. However, you do want to be careful in selecting “who” you choose to talk to within your warm market. There is absolutely no need to present a product or business opportunity to someone if there is clearly no expressed need or desire for it. If someone is truly in your warm market – you will know right away if your product or business would address a problem they are currently facing. Also make sure when you approach your warm market that you are NOT asking them to “do you a favor” by looking at your information. This is typically how people are taught to approach their warm market; however this is not the best way to start. First of all you never want to give off the impression that the other person is doing you a favor, which is exactly what that approach will do. It will make you appear needy and gives the other person the control. YOU are the one doing them a favor, and it is a privilege that you have given them access to the information. Keep a strong posture, and remain in control at all times. Take a look at the following examples and see if you can see the difference in posture.



Example 1: (the incorrect way to approach your warm market)

NWM (network marketer): Hi Jane! It's Jen. How are you!

Prospect: *Hi Jen! I'm doing okay. It's great to hear from you.*

NWM: Jane, I have come across a great product that is helping me to get healthier, and is also making me additional income working from home. Can



you do me a favor and take a look at some information if I were to send it to you?

Prospect: *Jen, I guess I can do that for you. But you know I'm not big on these nutritional companies. But since we're so close I'll do you that favor and look at it.*

NWM: Great! Thanks so much Jane, I appreciate it.

Example 2: (In this example, I already know Bob needs additional income. He makes a good living but it is costing him time with the family and causing a lot of stress at work)

NWM: Hey Bob! Jen here, how's it going?

Prospect: *Hi Jen! Things are going okay. What's going on with you? How have you been?*

NWM: Well Bob, I'm glad you asked! That's actually the reason I'm calling. You know I like to be upfront and honest with you at all times, so I'm going to come right out and put an offer on the table here.

Prospect: *Sounds important, what are you talking about?*

NWM: Bob, we've talked a lot about where your career has taken you, and what it has cost you over the years. I know it is important for you to have more family time, and work less hours without having to give up the income you are accustomed to.

Prospect: *Yep. I just keep spinning my wheels trying to figure it all out.*

NWM: Bob, what has it felt like to be struggling in those areas?

Prospect: *Jen, you know it's been depressing and incredibly frustrating. I had kids so that I could have a family and spend time with them. Instead I am trading away those very things that are so important to me for a dollar.*

NWM: Bob, how would you feel if you could change those things and have all that you want?

Prospect: *Wow! To just imagine what it would be like puts a smile on my face! It would feel incredible...freeing!*

NWM: I'm involved with a company that is providing me with those same freedoms you are so drawn to, and am working from home now. I didn't want to keep this from you, because I know it will help you tremendously, of course depending on what you do with the information I am going to give to you.

Prospect: *You've got my attention, what is this?*

NWM: Bob, I am going to do 1 of 2 things for you. I am either going to come by your place today and drop some information off for you to review, or drop it in the mail. I know you spend a lot of time in the car, so I'm going to go ahead and give you access to an informational audio CD, so you'll know exactly what this is all about. What works best for you, my dropping it by or putting it in the mail?

Prospect: *Why don't you drop it by so I don't have to wait?*

NWM: Perfect! I'll be by in 2 hours. Bob, I want you to have a day or two to really research this opportunity I'm giving you access to, really do your homework on it. So how about we talk again Thursday about this same time?

Prospect: *Great! I'll see you in a few, and then we can definitely talk Thursday.*

See the big difference here? The first one was like crossing your fingers and



hoping they didn't say "no". While the second approach gives the impression that you have an amazing offer for the prospect that you are willing to give them access to. This will draw their attention in creating a sense of importance, as well as a sense of urgency. You remain in control at all times because you are not asking them if they will look at it, you are telling them to. You are not asking them when they will look at it; you're

telling them how long they have to review it. Remember, people need to be led and they respect a leader. Take on that leadership position today!

## **WORKING YOUR LOCAL MARKET**



The most common method taught for working your local market has been called the “3 foot rule.” This particular method teaches that anyone within 3 feet of you is fair game for you to approach with your product or business opportunity. The majority of ‘new’ network marketers will not attempt this approach – and I applaud them! This approach is invasive and very sales like. You must be invited into someone’s personal space. I don’t know about you, but anytime I am approached by a perfect stranger who is trying to sell me something or make me an offer of some sort – I RUN the other way! Some of the most successful network marketers call this industry ‘permission-based marketing’, however, when they teach you to go out on the town and prospect people, permission goes right out the window! Now I’m not saying that you never approach a person in a public place, I’m saying not to approach every person that can walk, talk and breathe. For example, if you are having a nice dinner with your family or friends and your waiter happens to demonstrate incredible people skills, great communication skills etc...by all means compliment him or her and tell them how you have been looking for someone with those same qualities to mentor in your business. Then trade contact information. It’s that simple!

A more effective way to bring your local market to you, without being invasive, is to do some local advertising. You can go to different businesses

and ask if they would mind if you left some business cards on their counter. You can run an ad in your local community newsletter or paper. You can put flyers in your local community center. Join your Chamber of Commerce and meet once a week, or once a month, with local entrepreneurs.

An example flyer might be: I AM READY TO HELP 5 PEOPLE THIS WEEK CREATE 6 FIGURE INCOMES FROM HOME. To apply call xxx-xxxx for a brief pre-qualifying interview.

An example for a newspaper ad: ATTN: Stay at Home Moms: Join a group of growing women all working together to retire their husbands. Only 5 more spaces available. To find out how you can create a replacement income from home, call xxx-xxxx.

## WORKING YOUR BUSINESS WITH LEADS



For me, leads are a lot of fun! I have an endless supply of prospects to talk to who have already raised their hand and said “I need to know more!” Unfortunately calling leads to build a business has gotten a bad wrap. The reason is due to the fact that network marketers have not been taught proper communication skills when it comes to leads. Yes there is a proper way to talk to them. Every Tom, Dick and Harry out there that uses leads most likely sounds like this when their lead answers the phone:

*“Hello, is Sue in? Hi Sue, this is Jennifer out in Texas. How are you today? You requested some information about working from home. Do you have a few minutes right now? Great. Sue, the name of our company is XYZ. We’ve been in business for X years and are debt free.”*

And blah, blah, blah, blah...the excruciating butchering of a lead continues. It's painful to watch. What is lacking in this approach? You! You are not showing the prospect what you bring to the table. Ultimately a person will join your business because of you. They don't care what product you offer, they don't care what your compensation plan is – they want to know 2 things and they are:

1. What qualities do you bring to the table?
2. Do you understand what they want, and are you able to assist them in attaining it?

Let's address number one mentioned above. What qualities do you bring to the table? There are so many people who are reading this eBook, and each of you differ vastly in personality as well as skill set. The one common denominator is that each of you is most likely struggling in some area of your business, which has led you to this information. Your qualities aren't going to be about your business or personal success at all! They are going to be the characteristics, the knowledge, the skills, and your personality that set you apart from everyone else. It's not about how much money you make, it's about who you are as a person. The qualities you bring to the table are going to be very similar if not identical to your belief in yourself. You can refer to the section on belief for assistance in finding your qualities.

That's it! Right? Not so fast! You also have to qualify them. This is where understanding what your prospect wants comes into play. Are you talking to someone who is just curious about working from home, or someone who is serious? If they are curious – disqualify them and let them go. Otherwise you will be stuck with a partner who never makes a serious commitment to do anything with their business. Are you talking to someone on welfare that can't afford the monthly commitment to join your business? If so – let them go. Don't you dare tell them to go borrow money from someone else so they can get started! We are not here to put people in debt to someone else. Not to mention that if they can't afford it now, you'll be in this same boat with them next month when their auto-ship/monthly commitment is due. Are you talking to someone who is dependent upon others to motivate them? If so – let them go! Are they passionate about what they want in life? No??? Let them GO! In all reality you should be disqualifying close to 70% of the people you talk to. You should be looking for people who already have a decent income that will be able to sustain them during the time it takes them

to build their business. You should be looking for people who are self-motivated. You should be looking for people who are passionate about helping others. You should be looking for people who are driven by more than money. You should be looking for people who have a “why” that is strong enough to aid them in the “tough times” of network marketing. So how do you find out all of this information? You start asking questions. Here is how an effective qualifying conversation should look with each lead you talk to.

*Hey Sue (assuming a woman answers)?*

Hello.

*Hi Sue this is Jennifer, Jennifer Coy out in Texas. Your name came across my desk as someone who was interested in looking into some home businesses that would provide you with an additional stream of income. Tell me Sue, is that still correct?*

Yes it is.

*Great. Well Sue, before I get into what I have to offer, can you perhaps share with me a little about yourself and what it is that has you looking around for a home business, why now?*

Well, I’m getting older and I can’t see myself continuing to work for the next 5 or so years. I can’t retire because retirement doesn’t pay enough. So I am looking to get into business for myself which will allow me to have total control of my future.

*What line of work are you in?*

I work in a factory. It’s hot and I work a lot of hours.

*I see, Sue. What is it that you are really wanting in life?*

Well, like I said – I want more control. I want to travel the world to see where history was made. I also want to spend more time with my family, especially those grandkids of mine.

*That’s a pretty important goal for you, is it not?*

Absolutely!

*Sue, in what areas are you struggling right now?*

Well definitely in finding a better source of income that I will have complete control over. I also am having issues with my health due to stress and strain being put on my body from work.

*What is it like to have to deal with that?*

It's very frustrating and, if I'm not careful, can sometimes bring me down emotionally.

*I can imagine. Sue, do you consider yourself to be a quick learner and do you respond well to coaching?*

Oh most definitely!

*And Sue, would you say you are self-motivated, or do you depend on others to motivate you?*

I consider myself self-motivated. I don't need anyone looking over my shoulder telling me what to do or how good of a job I am doing. I just get things done.

*That is an awesome quality to have! Well, Sue let me tell you who I am looking to partner with...I'm looking for strong, passionate, business minded individuals who are ready for a change and ready to make a change. I also am looking to make certain those individuals are open to allowing me to coach them in building their business. With that being said, what qualities do you bring to the table that you feel would make you a qualified candidate?*

As I mentioned, I am self-motivated. I also am great in a team environment and I am a leader, not a follower.

*Sue, I am so glad to hear you call yourself a leader. That is such an important strength to have, and I want to commend you for recognizing that in yourself. So Sue, you obviously want total control of your life and*

*finances so that you can travel the world, and spend precious time with your family...so what would it take for you to look at some information today?*

Well just tell me where to go for the information, that's all it would take!

*Terrific! Sue, I'm going to go ahead and give you access to some information. I want you to have a couple of days to really take a close look and do your due diligence in researching my business.*

Wow, you're not going to force me to look at it now and make a decision now?

*No, I want you to have everything you need to make an educated decision. And that's not going to come any other way than you having time to really research what you've had offered to you. So let's see here, today is Friday...why don't you take the weekend to do your homework and we'll set up a time to talk Monday. I've got some time at 11am or 4pm – which works best for you?*

11am

*Great. I'm going to write this down in my planner – Sue, do you have a place you write your appointments?*

Yes I do, I have it right here.

*Great. Go ahead and write that down at 11am Monday. And here's my number xxx-xxx-xxxx. That way if something comes up that will prevent you from being there for our appointment, you can give me a shout and reschedule. Fair enough?*

Yes it is.

*Alright, I'm sending you a quick email which is going to have some information for you to review, if you don't have that in the next 30 minutes, give me a ring – and I'll resend it. Otherwise, we'll talk Monday.*

Great, I'm looking forward to it.



You'll notice how I am in control by asking questions. I am also acknowledging her current circumstances, respecting her feelings (even if I disagree) and relaying back to her what I have heard her tell me. And notice how I didn't once mention my company name or product...I made the focus all about her! You should always let your tools do the presenting for you. There's no reason you should have to explain your business, your product or even compensation plan. Your role is to qualify or disqualify your prospect, find their "why" (if they are qualified), and put them in front of information about your product or company.

When you do your follow up, the best question you can ask is *"From the information you have reviewed, what did you like the best?"* This leaves no room for a negative response. Once they have told you what they liked best, affirm them by saying *"You know Joe, that was really exciting to me too when I first saw this..."* (And then elaborate a little on the topic). I also follow that with another question (I love to ask questions!) *"Joe, now do you see this as a viable way to achieve that total control of your life that you are so passionately seeking?"* You also need to ask if they have any questions. I like to use the line *"Joe, what questions do you have that I can address in order for you to make an educated decision?"* Handle any objections, address any questions or concerns. Don't be afraid of them. Each time you do answer their question, follow up by asking them again if they have any other questions. If they have no questions, then simply say *"Great! Now what address would you like to have any checks you may earn mailed to?"*

Anytime you are sponsoring business partners, you need to focus on communication. That is what this business is all about, communicating! Ask questions, then sit back and listen to your prospect!

## **BELIEF**

Belief is an important key and without it NO ONE will trust you enough to join your company. Look at the definition of the word "belief" according to the dictionary: a state or habit of mind in which trust or confidence is placed in some person or thing. If belief is about your own trust, and it is, how could you expect someone else to place their trust in you and what you have

to offer when you are lacking in your own trust in your own business? Plain and simple, you cannot!

Network marketing is a relationship business; it is all about building relationships with other people. Whether you realize it or not, your belief level comes through loud and clear in your conversations with potential business partners as well as potential customers. You need to have belief in the network marketing industry, in your company, and most importantly – in YOURSELF!

**How do you build your belief?** If you are new or struggling with building an organization in your company, you can start by simply asking yourself a few questions:

1. Are there people in network marketing who are earning what you want to earn?
2. Are there people in your company who are earning what you want to earn?
3. Has your product/service worked for other partners or customers in your company?
4. Has your product/service worked for you?

If you are able to answer “yes” to all of the above questions, congratulations! That is the foundation of your belief and it will continue to grow and strengthen as you grow in your business. You can take pride in being able to say to someone, *“Hey, I am just getting started, but the track record in network marketing speaks for itself. The success rate in my company speaks for itself with people making substantial incomes in record time! The product/service continues to work for me, as well as countless others in our company. I am on my way to the top and we can either do this together or I can do it without you.”*

You see, you can take pride in knowing the facts! How many people are earning 7 figures in your company? How many are earning 6 figures? If you don’t know, find out!!! You can share this track record with others and have complete confidence in it because it is documented! Moreover, your product/service track record is proving that it meets and/or exceeds expectations.

Now if you are in on the ground floor with a brand new company, you will want to focus on your belief in the industry first. You'll want to also be able to show that the founders have an incredible track record and know what they are doing. As the company grows, so will the facts and records that can assist you in building your belief.

You need to be crystal clear on what it is you believe you are offering to people, and why you believe that. You need facts to back it up. For example:

*“I am offering people an opportunity to take control of their lives once again, to make their dreams a reality and stand out in the crowd. With the knowledge I have, our company has, and the industry as a whole has to offer – this is the most incredible vehicle I can provide to a person that will take them from where they are to where they want to be.”*

I could not say that without unwavering belief in my company. If you are offering an anti-aging skin care system, for example, you can add: *“without a shadow of a doubt I am offering people the most effective, most innovative way to turn back the clock and diminish those fine lines and wrinkles in the comfort of their own home.”* This is just an example, so use your own words and write your own powerful statement of what you have to offer. Write it down, keep it where you can see it often, refer back to it periodically and even modify it as your belief grows.

Last, but certainly not least, the most important area of belief is belief in you! This is often identified as one of the most difficult areas to build belief. The following questions will assist you with this.

1. What is your passion?
2. What patterns do you see in your life?
3. What patterns do you see in your behavior and interactions with other people?
4. In what area(s) do you excel?
5. What makes you different than your peers?
6. What sets you apart at work?

If you are one of the many people out there that are not sure what you bring to the table, what you have to offer people – then by all means talk with those who are closest to you and know you best. Ask them to be honest with you and share what they believe to be your best qualities as a person. Ask at

least 4 people and then look at which qualities appear most often. Write these qualities down and believe in them because each of these people you asked stated the same thing. You must have a solid, grounded belief in yourself to be successful. You can also borrow on someone else's belief in you as you continue to strengthen your own. I will offer you my own example of my belief in myself:

*“I am a passionate, dedicated woman with a heart as big as the sky. I inspire others by showing them they can be, can do, and can have anything they want in life. I am driven by my desire to help those who are ready to help themselves. I am able to take someone from their current situation and show them who they are on the inside and how to let that shine so that it can take them to where they want to be.”*

Again, this is only an example. You will need to create your own statement, as your strengths and passions are going to differ from my own. If you are borrowing my belief statement, then do you really believe in yourself?

Action + Belief + \_\_\_\_\_ = Results

What is missing in this equation?

## COMMITMENT

Commitment is often confused with how “serious” someone is about building a business or using your product/service. A person can be serious, yet not committed to the activities required to accomplish the end result they are looking for. Commitment is the state of being bound emotionally or intellectually to a course of action or to another person or persons.

There's that word again...ACTION. Commitment is about being obligated to the actions necessary in network marketing in order to create success. There are several areas in which you must be committed. You must be committed to the hours required to do income producing activities. At the very least you should be committed to 1 to 2 hours a day. You need to be committed to the network marketing industry itself. In other words, you have obligated yourself intellectually to the industry because you “believe” in what it has to offer. You must be committed to your company, and committed to yourself!

What if commitment is the key to success and you haven't committed to yourself, your company or the industry?

### How can you commit to yourself?



Let's look at some different areas where you can commit to yourself. Start by organizing a schedule and committing to it each day. Pull out your planner or calendar and block out the times you have available to work your business. If it is one hour a day – then block out one hour; as long as it is consistent and you are committed to doing nothing but working your business during that time frame. Then block out time for family, for work, for religion, etc. Never let anything overlap or interfere within your schedule. That means no bringing home your work when it is time for family. No family time when it is time for your business. And no taking business calls or emails when it is time for work or family. Stick to your schedule regardless of what is going on around you; unless, of course, there is an emergency. You can identify room for improvement by logging your hours, activities and results. When you see areas that need improvement, work on them. Be sure to ask for assistance from up-line or cross-line team leaders when necessary. Another way to commit to yourself is to commit to personal-development. Personal-development doesn't necessarily have to be in "course" format. There are some great personal coaches out there who can assist you in learning about yourself, and growing as a person. But there are also a lot of fantastic books on the market for personal-development. Make a point of taking one course every six months, or reading one book a month.

You also want to commit to your company. You can do this by committing to work your business for 5 years consistently for 2 hours a day. That means not giving up and walking away when you have a wall kicking moment. Through the ups and downs that will inevitably come, (you will go through them) stay focused and remain committed.

Here is an example of my commitment: *"I am committed to working my business Monday through Friday for 4 hours a day. I am committed to my company for 5 years regardless of what comes to pass. I am committed to reading 1 new personal-development book each month."*

In conclusion, when you apply these three elements to your business you will have created a clear pathway to success for yourself. You will be unstoppable, steadfast, and people will be attracted to you because of the qualities they see in you and the confidence that radiates from you. If action, belief and commitment are what it takes to create success, and they are, why would you leave any of them out? Sometimes people say, *“It’s just too much work”*, or *“I have to see to believe.”* Well I have news for you – no one that has tasted success ever saw proof of it before striving for it. They focused, committed, believed in themselves and what they had set out to accomplish, and they took immediate action. If you are getting ready to get ready – it’s time to stop and get to work! There are no excuses. There is no time for procrastination. The only thing that stands in the way of you and your success is you. So get to work on you and the rest will ultimately fall into place!