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Start Fast, Build Strong

THE FOUNDATION OF A NETWORK MARKETING EMPIRE

BY JAMES RAY

Starting your networking business fast means taking the steps to start it right. Seems simple, doesn't it? Yet I've seen so many people limit their potential through poor planning and execution. Most of us seem to find the time to fix something that doesn't work. It's always better to do it right the first time.

Go downtown to any construction site, and you can predict how high the structure will reach, simply by judging the depth of the foundation. The deeper the foundation, the bigger and taller the building. This same principle applies to your business.

You cannot build a towering skyscraper on a shallow foundation.

The foundation of every great venture begins in your mind. The magazine you are reading, the car you drive, this article- all begin as a thought in someone's mind. Forming a clear picture of where you are going will produce clear, specific, and powerful results.

Your mind is the most powerful gift you have. Your challenge is to use it to it's full potential. Some researchers have suggested that we use less than three percent of our mind's capabilities. William James declared that it is "as if out of our whole body organism, we were only to move our little finger."

To realize the full power of your mind, it's important to understand that it is a three-part system:

- The conscious mind that thinks and reasons
- The subconscious mind that carries out the commands given by the conscious mind.
- The body that expresses the action results of our consistent thoughts.

Yes, even the body is part of your mind. James Allen wrote that "man is mind," and he was absolutely correct. Whatever you continually impress upon your subconscious mind must and will be expressed in your body, your actions, and your results.

If you impress confusion-you will realize confusion. If you are laser focused, you will experience powerful success. Your success, then, is a direct reflection of the thoughts you consistently hold. Continuing to hold clear and powerful thoughts is one of the hallmarks of all successful network marketing professionals.

Here are some of the keys to business success that are essential for training the minds of your new distributors and are vital to building your network marketing empire.

Make a firm decision that you are building a true business.

Look at the root of the word decision, which it shares with the related word incision. A decision means "to cut off from all other possibilities." Unfortunately, many people have weak decision-making muscles. Leaders tell me that very few distributors make a true decision to build their business. As a result, at the first sign of adversity, they take the easiest route, which is to blame the products, their upline, their family and friends, or the compensation plan.

Once you make the decision to build a serious business, I suggest you do four things:

1 Buy a good database manager. At minimum, get a paper based planner. If you can, get a computer.

2 Install a dedicated phone line. This tells your prospects, your customers, your family, your upline, and most importantly, your subconscious mind that you are truly in business. No one wants wants to call a business and have a little child tell them "mommy and daddy aren't home right now."

3 Order business cards and stationery. You can't run a real business without them.

4 Open a checking account for your business. This is important, both because it's a serious step and because it makes your life easier at tax time.

The most important result of the steps listed above is that they represent a conscious and subconscious commitment to be in business.

Find your compelling purpose for doing what you are doing.

Many in this industry call this "finding your why." A purpose is more compelling than a goal. At a recent conference, a distributor told me his "why" was "to get out of debt." While this may happen as a by-product of success, this will never motivate him long-term. Debt is something you don't want remember, whatever is continually impressed upon your subconscious mind must be expressed in your results. The power of your mind can work for you or against you, depending upon how you use its power. If you constantly think about what you don't want, you have a high likelihood of creating exactly what you don't want.

Focus on what you really want, something that creates passion. For long-term motivation it needs to be something grander than a certain income level or a new toy. Your true purpose tells you what you want to contribute. We all have a higher need to do something meaningful.

Once clearly defined, your purpose will keep you motivated for action, even when you face setbacks-which you surely will.

Create a clear vision for your business for the next one, five, and ten years.

While a purpose tells you why you do what you do, your vision will tell