

Until you know WHY, the HOW does not matter

Your job as a leader, is to know WHY your people want to succeed in their business

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After 25 years in this industry I have come to one undisputable fact, and that is...

***The people that make it have
STRONG REASONS for making it.***

I have seen people come into our industry with all the tools, they communicate well, they have credibility with people, they act professional, but they don't accomplish anything significant within the industry.

I have seen others that you would bet would never make it who go on to develop massive organizations and wealth. The difference? All of the ones that make it have a strong burning desire to change their circumstances in life.

***The ones that don't make it are
usually simply too comfortable.***

Finish this quote for me; You can have anything in life if you help enough other people _____!

Zig Ziglar

If you have been around the network marketing industry anytime at all, you knew the last 4 words were "get *what they want*". This is probably the most quoted quote within the network marketing industry; you could say it has become the industries battle cry.

Now let me ask you a couple of more questions.

Mentally think of the Top 3 potential leaders within your personal organization. Do you have them in your mind? Ok, now I want you to tell me the Top 3 reasons each one of those people are doing the business? When I ask this question in live seminars, the majority of the people in the audience look at me with this blank, spaced out stare, like a deer starring into headlights.

Do you see the challenge?

How can we help others get what they want, when we don't know what it is?

Reread this sentence because if you get this, it will make a drastic positive difference in the development of your downline team. People don't care how much we know, until they know how much we care. As network marketing leaders you have to care enough about your people to go the extra mile. You also must be willing to tell them what they NEED to hear, not just what they WANT to hear.

Leaders who immediately try to teach their new team members "How" to do the business before they help them establish their "Why's" simply don't get it. The VERY FIRST assignment you should give to new people is to have them spend a few hours and get in touch with, and write down **exactly why** they want to build a team.

We developed a couple of simple forms 15 years ago to help new people do just that. We call them a 20 Reasons sheet and a Top 3 reason sheet. The first assignment for new people that join our team was to complete these two sheets.

Now, as a leader, I know exactly why people on my team are building their business and I can go to work to help them make those reasons reality. You heard me right, GO TO WORK TO HELP THEM!

When I first started in the network marketing industry my thumb sucking friends and negative family members seemed to constantly ask me the same question. In as sarcastic a voice as they could come up with, they would ask, "How many people do you have working for you now?" They of course wanted to know how many downline members I had.

Regardless, my answer was always the same. I would tell them,

You don't understand, they aren't working for me, I am working for them!

You see at age 20 when I joined the MLM Industry and heard Zig Ziglar for the first time, I bought it.

I bought the entire philosophy, hook line and sinker. You really can have anything in life you want if you help enough other people get what they want. I am a living example of that concept becoming a reality. When we developed our organization to 60,000 distributors we helped thousands of families across the United States and Canada live better lives. Not just financially but socially, mentally, spiritually, plus experience better health from our products. Over 100 people on my team made over \$100,000 a year, thousands made strong 5 figure incomes and a couple of my downline members even became millionaires.

Knowing SPECIFICALLY what the members on your team want is the starting point to great success. You must know exactly WHY they are building a business.

UNTIL YOU KNOW WHY, THE HOW DOESN'T MATTER!



Dale Calvert started his first business from his parents' home at the age of 14. For the past 25 years he has been supporting entrepreneurs and marketing professionals with some of the most powerful training programs in the industry.

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Dale Calvert is a 25 year marketing professional. A directory of Dale's websites can be found at <http://www.DaleCalvert.com>. His new course will teach you 21 Ways to create leads in your local market. You can get all the details at <http://www.LocalMLMLeads.com>