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Network Marketing – Live! Luke's Story

A journey from the beginning: a new distributor joins

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We at TheNetworkMarketingMagazine.com have decided to follow the progress of a person (we'll call Luke) who has decided that network marketing is a vehicle that he wants to pursue to provide a better life for he and his family.

We will follow Luke as he goes after the hope and freedom that network marketing represents. Hopefully we will see the process he goes through in choosing a company (we will not share the name of the company he chooses.) We will be with him as he follows the mentoring and the system that his upline and their company offers for developing successful networkers. We will offer Luke the help that we provide all networkers at TNMM and we will follow the success (or failure) that he experiences.

We don't know how many months this feature will go for, but we will keep it going as long as it offers value to our readers. We expect this series will be helpful for new networkers, experienced networkers (to have them see their new people through Luke's experience) and also for Luke. My deeply held belief is that network marketing is the best hope for the person that comes with the expectation and desire and also the commitment to do what ever it takes to become a success in their own business.

I want to thank Luke for being so "public" with his journey. Luke you have my personal and the magazine's total support to see you attain your success and have your dreams come true. Go for it!

George Madiou

Who am I?

I am a college graduate, a former Marine, husband and a father. I have worked in industries ranging from food service to meteorology. I have worked for others as well as worked for myself and I have started businesses, helped others start businesses and I have seen businesses fail.

I adore my Wife. We have two children, a twelve year old Daughter and a two year old Son. My family is more important to me than any other thing in my life.

> ***Success in anything I try to do is defined more by how it impacts my relationship with my family than any other factor.***

I currently own a one man consulting business focused on computer programming. I work directly with small to mid sized business owners developing online business tools. Doing this consulting work has given me an inside look at many businesses and allowed me to see even more clearly what works, and what does not.

Why become a business owner?

I grew up amidst entrepreneurs. My grandfather owned a successful auto repair business. My mother ran a successful business from home for my entire childhood. Several of my aunts and uncles have made careers in various industries by starting and running their own businesses.

The value of being your own boss has always been evident to me. For me, working as hard as you can is normal. This is normal because this is what I saw the adults in my life doing every day. Hard work itself doesn't separate the entrepreneur from the employee. The key difference from my perspective is the ability to define success. When you work for someone else, success is define by an external source. Your boss tells you what your job is, what your goals are, and you work towards accomplishing these goals. But these goals are someone else's. You can take steps to internalize them, to make them your goals, but at the source they always came from outside yourself.

> ***When you own and run your own business, you define what these goals are. You define what your job is. You define success.***

I have found that it is much easier for me to motivate myself towards my own goals than it is to motivate myself towards someone else's goals. Frankly, if I am going to bust my rear to achieve success, however it is defined, I want to be in a position to receive the rewards from that hard work.

Why Network Marketing?

In order to demonstrate the value I see in network marketing let me first identify a few specific circumstances that exist in my life that I view as issues that need resolving.

- My wife wants to go to school but works full time.
- My Daughter and I want to play computer games together but we only have one computer.
- I would like to enroll each of my family members in a martial arts program.
- My family only has one vehicle.
- I am a big dreamer and want to act on these dreams.

While my specific issues may be unique to me, the core is pretty universal.

> ***Money and time! I want more of each.***

Getting each one individually is not all that difficult. Focus all your time on getting money and it will come, forgo making money and you will surely have an abundance of time.

They key to getting both is creating a residual income.

Aside from getting lucky and winning the lottery or striking gold, network marketing is perhaps the most efficient way to get ahead.

For me personally, getting my income to a place where my family no longer needs my wife's income is very important. I want to send her to school and would like her to be able to focus on that and not on a job as well. Going back to school is very important to her and I want to do everything in my power to support her in this. Any business I run, my wife runs as well, the nice thing about network marketing specifically is it can be flexible to any schedule, so she could work it whenever she had time or felt motivated to.

My daughter is reaching teenage years and is pulling away from her parents a bit. Fortunately we share an interest, online games. We both spend a good deal of time slaying dragons and being heroes. I love that we share this interest as it gives us a common point to at least begin conversations from. Right now we take turns playing as we share a computer. I am motivated to increase my income so that I can bring another high end system into the house and my daughter and I can do this activity together. I would also like to have more time to spend playing these games with her. Not being a girl myself, I am finding I have less and less in common with her as she moves towards becoming a woman and I embrace anything that brings us closer together. Network marketing's flexibility will allow me to spend this time with my daughter, doing something we both enjoy doing, while still maintaining a successful business. This is the type of flexibility you just don't get with more traditional business models.

Both my wife and daughter spent several years practicing Taekwondo. For both of them this is a very big part of their lives. In the last couple years they have not been able to participate, because of schedule and financial constraints. Not only do I want to see them active again, I would like my son and myself to get involved. The more we do as a family the closer we stay as a family. You may start to see a pattern here; both the added income, and flexibility of network marketing look to be the best fit for allowing my family to participate in these activities. Time and money, money and time.

One of the biggest time constraints on my family right now is the fact that we share one vehicle. Two adults, three jobs, a daughter who participates in many school activities, a son in daycare and one car is a very unbalanced equation. Scheduling activities around vehicle availability puts a huge crunch on our available time.

My wife uses the bus line, and while we are very glad to have it available, this takes another 3-4 hour chunk out of her time each day. This is one the most pressing issues I have right now, another vehicle adds a great deal of flexibility to our daily lives. In addition to adding a second vehicle to our household, I would like to replace the one we have. We have a twenty year, gas guzzling, land yacht and with gas prices and pollution concerns, I would really prefer an upgrade. Adding the additional income of a part time business like network marketing will bring us much closer to getting these vehicles.

My dreams/life goals are very important to me. There are several businesses I want to start but have not done so because of my current financial situation. These businesses are what motivated me to look at a source of recurring/residual income in the first place. I want to get a network marketing business up and running so that when I explore other business ventures, I do not have to worry about how I'm going to meet my family's needs. The freedom offered by a residual income is almost overwhelming to imagine. I love the idea that I can work my tail off getting a business up and going and then keep it running with minimal effort and have that business support my basic needs for years to come.

This is what network marketing is to me most of all, a tool, a key to open the door to all the other opportunities I want to create for myself.