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# Publishing On-going Dialogue, Addressing Needs and Gathering Others

*Some powerful thoughts regarding the two sides of learning, the importance of on-going dialogue, rich conversation and building relationships.*

by **LeRoy R. Maughan**

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podango
PODCAST STATIONS

***Real learning is like two sides of the same coin; one side represents a variety of new things becoming familiar enough to be understood and applied. The other side of the coin signifies the known things which are becoming new and enlivened.***

I enjoyed a day of authentic learning September 16 in Ft Lauderdale, Florida as I participated in the Super Saturday Leadership Conference hosted by George Madiou and sponsored by TheNetworkMarketingMagazine.com

George invited me (LeRoy Maughan) and Doug Smith, (President of Podango) to attend the conference and be immersed in the powerful training experience created specifically for Network Marketers. In addition, Publisher Madiou allowed us to explain the Podango Podcast Station concept and unveil the “Network Marketing World” podcast station co-sponsored by TheNetworkMarketingMagazine.com.

The entire leadership conference experience was first class, friendly, fruitful and fun! We were served so well by the speakers with their practical insights and meaningful skill practice experiences. All this was provided by George Madiou, and six very wise, proven and energetic professionals. (Thank you Kathy Robbins, Sandy Botkin, Doug Firebaugh, Dale Calvert, Max Steingart, and Paula Pritchard.)

Together Doug Smith and I delivered a podcast-like interview to explain the power of podcasting and the promise of the Podango “Network Marketing World” Station model to our audience. We and the Leadership Conference participants enjoyed an interactive half-hour together. It was gratifying to see that nearly everyone there was very open to this new means of communicating with a diverse, world-wide troupe of listeners connected by their shared interest in the many facets of network marketing and direct selling.

*“Network Marketing World”* is the Podango Station name and the podcast episodes we deliver will be filled with great audio content aimed to help home-based business builders realize the success they want from their Network Marketing efforts. Our podcasts will cover a wide variety of topics relevant to this end.

On that learning Saturday I told the audience that, from my perspective, PODANGO was both a fun name and an acronym expressing the purpose and intent of PODANGO; that being: “*Publishing On-going Dialogue; Addressing Needs; and Gathering Others*.” We fill that purpose by deliberately creating very interactive and timely podcasts to foster on-going dialogue on the things that matter most to our world-wide audience.

***Our Podcast episodes will address real needs and wants from the perspective of dedicated***

## *Network Marketers and the valued customer-consumers they are attracting and serving.*

Our intent, as we direct the Network Marketing World station, is to "Publish On-going Dialogue" complimentary to the topics and titles contained in TheNetworkMarketingMagazine.com. We will interview authors and contributors asking them all kinds of questions about their specific articles. In order to make this rich, relevant and fresh we welcome your questions and comments through a process we call a "castback"; from listeners to our podcasters.

## *We're publishing this on-going dialogue to "gather others" who are like-minded, with similar needs and wants and who are passionate about succeeding in and enjoying their home-based business.*

Maintaining life balance is so vital to healthy longevity and we aim to help you help yourself and others create your future filled with happiness, prosperity and well-being.

We'll have phone interviews, live interviews, "person-on-the street" interviews. We intend for each episode to be reality based. We'll have guest speakers who are top performers, leaders and seasoned veterans in the Network Marketing industry. We'll get live comments and questions from new comers and old-timers in Network Marketing and Direct Selling. We'll dialogue with some experienced medical professionals, scientific authorities and professional business-builders. We will seek plenty of 'castback" (feedback) from you, our loyal listeners, to make sure we keep the station relevant, lively, and very interesting.

Podcasting is the new media reaching a niche or market focused audience creating a more personal connection between providers and consumers. How big is the potential audience? It is expected to expand to between 45 and 75 million listeners in the next four years. As podcasts become more popular and more available, the listening audience will rival that of traditional radio. In a recent survey, respondents from teenagers to 40 year olds were at least 56% more likely to listen to Internet radio and podcasts than traditional radio. We expect to attract millions to our Network Marketing World podcast station. Together we will become a trusted and authoritative influence and powerful attractor of positive energy all over the world. Join us and let's make it happen together, in a big way. Tell everyone you know and invite them to be real contributors of *Publishing On-going Dialogue, Addressing Needs and Gathering Others* to the world of Network Marketing. WOW!

On that Super Saturday of learning, four speakers preceded me on the platform. Here are some of my thoughts regarding the two sides of learning, the importance of on-going dialogue, rich conversation and building relationships. These ideas are directly related to the stimulating exchange of ideas from the Leadership Conference. (Thanks George Madiou! Let's duplicate this in a dozen other cities in 2007.)

A United States of America one dollar coin is something very real but not in wide circulation. As a professional Network Marketer, you are something special and very real! George Madiou reminded me that an important key to success is putting yourself in wide circulation. So, I asked myself: what are my circulation plans? Am I executing those plans – am I circulating? I've heard it said that if you do not make new acquaintances as you move through life, you will soon find yourself alone.

> ***So, circulating allows me to establish new acquaintances and renew existing relationships. That is good networking.***

Coming up with a benefit statement to describe what I do is a key to increasing my confidence and effectiveness. Kathy Robbins suggested that I create a benefit statement describing what I do as a Network

Marketer. She gifted me several other valuable insights. [1] It's a good idea to weave into my descriptive benefit statement the real wants and needs of the prospects I want to attract. Next, speak the language my prospects are familiar with rather than strictly Network Marketing speak. So I thought on this and came up this benefit statement: "I'm in the business of putting life savings into the hands of those I work with." Every prospect is a potential consumer. Every consumer has needs and wants. I'm in the business of providing their wants and needs.

I was intrigued with Sandy Botkin's presentation. Among other things he said: "Everything is cheaper when you get a deduction." I allowed my mind to be creative with this thought. I asked myself: "What can I deduct from the cost of doing business with my prospects?

> ***The 1st thing that came to my mind was improving my ability to deduct or reduce the time and effort it takes to get to the heart of the subject in dialogue; in other words delivering the essence of the information I'm sharing.***

The 2nd thing I want to do is reduce the complexity of the information I'm giving by simplifying the words I use to describe it and the stories I retell to explain it. I believe there are two kinds of knowing; [1] that which I am familiar with, comfortable with and confident in sharing. [2] The other side of the knowledge coin is my knowing where to find the information to share. These two things help me deduct or reduce the cost of doing business with my prospects.

Doug Firebaugh is fired up with real passion for helping people enjoy success. He suggested that the Network Marketing industry is not the "network begging industry" It is time, he said: "for the world to come to us." As I listened to him I asked myself: "What does this mean to me?" I remembered a voice of the past saying something like "a great author

turns over an entire library to write one book." I will be better prepared. I will be more authoritative in everything I do, in my being. As I confidently manifest my knowledge others will sense commitment and be attracted to me. That works for me and them! Another thought emerged in my mind. I believe none of us on this planet is over acknowledged. When was the last time you turned back a sincere compliment?

> ***So, I thought, what would happen when I sincerely express appreciation to more individuals for what they're being and doing?***

Someone said once: "The applause of a single human being is of great consequence." It makes sense that I will increase my influence when I look for the good in others and let them know that what they are doing is having a positive influence on me. Perhaps this will draw others to me and Doug said that is good!

I feel blessed to be associated with TheNetworkMarketingMagazine.com. Together with George Madiou and his wise and wonderful friends (you included) we will grow and enjoy a widening sphere of influence through the Network Marketing World podcast station. Be sure to catch our next podcast at www.PODANGO.COM.

> ***When individuals with diverse knowledge and experience gather together in open dialogue to address real human needs and wants a portal opens to broad insight, deep feelings and meaningful connection to those with whom we share the world.***

That is reason enough to do it.

**LeRoy Maughan's** passion for *BEING* flows from a universal truth taught to him through the exemplary actions of his grandmother Mary Jones Rigby. “My Child,” she taught: “I admonish you to study life that you might see, hear, question, evaluate, understand, know, love and speak. For the glory of God is intelligence and the power of God is love.”

LeRoy mentors company leaders and entrepreneurs, facilitating learning experiences and skill-practice sessions aimed at deliberately creating desired results by abiding by the precepts of choice, awareness, intent, attraction and influence.

He has worked with six best selling authors; delivered life-changing events in every major city in the USA; lead training meetings internationally in Canada, Ireland, Germany, Switzerland and Australia.

He is the Business Development Consultant to the Direct Selling and Network Marketing industry for Podango. LeRoy thoroughly believes the Podango process provides the most complete and powerful communication exchange portal in the world to networkers and the communities they serve. LeRoy can be reached at 801-785-9329 or by email at Leroy@podango.com

For more information about Podcasting in general and Podango email Podango at info@podango.com.