

Value Focused Leadership

When you are Value Focused, 100% of your emotions and thoughts are on how your opportunity can make a positive difference in the life of your prospect.

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When I started my MLM Career there was no question that bothered me more than when my negative friends and family members would ask me, "How many people do you have working for you now"

My reply was always the same, "You don't get it, they aren't working for me, **I am working for them**"

Today, what I find even more aggravating are people who are **perceived** to be MLM Leaders who don't get this!

Too many so called MLM Leaders are more interested in developing a following than they are developing people.

Even worse, some aren't satisfied with a following, they have what I call a "Need to Be Worshipped Complex"

True MLM Leaders understand that to whom much is given, much is required.

They understand that the development of an organization is a major **responsibility**. The fact that many families are putting their livelihood & trust in them is something that they take very seriously.

At the time of this writing I just returned from speaking at an event in Houston Texas called Champions Weekend. It was conducted by MLM Legends Mark & Tracy Jarvis. Mark & Tracy earn 1.2 million a year and the humility and focus on people they displayed at this event was true and from the heart.

I made the statement from stage that I wish more MLM Leaders “Got it” the way Mark and Tracy do.

There is a verse in the Bible that says “*Those who wishes to be great, let them be the servant of many*”.

Network Marketing is all about developing relationships. It is about helping other people get what **they want**. As Zig Ziglar says “*You can have anything in life you want if you help enough other people get what they want*”

When you go into the market place your attitude and focus will be coming from one of three mental states.

INCOME FOCUSSED

If you are only concerned about the money and your recruiting bonus, prospects will feel that and you will repel good people and only attract other greedy people.

SURVIVAL FOCUSSED

If you **NEED** the recruiting bonus to pay your phone bill, prospects will feel that, just like a dog feels fear. This does not mean you are a bad person, but you must be aware of your focus and have a true desire to help others.

VALUE FOCUSSED

When you are Value Focused, 100% of your emotions and thoughts are on how your opportunity can make a positive difference in the life of your prospect. If you are sincerely **Value Focused**, people will respond to you in a positive way and be drawn to you and you separate yourself from the Income focused recruiters.

After people have joined your team, you must remain **VALUE FOCUSED** by giving New Team Members a **Proven Plan of Action** to get their business off on the right foot. However there is a major catch that you must be aware of.

You can't want it more for someone on your team more than they want it for themselves.

This business is fun and exciting when you are working with Value Focused members who are willing to work for their dreams and help others do the same. It is drudgery when you are constantly trying to motivate and inspire everyone on your team.

Work with those who want it. You can love and appreciate everyone on your team, but you will only build it with people who have strong reasons and desires.

If the ones you have aren't going to take you where you want to go, your only choice is to find new ones.

Where is your focus? You might fool yourself, but not your prospects and Team Members so Beware!

Become a servant leader who gets more satisfaction out of watching your team members succeed, than your own success, and great accomplishments are ahead of you.

Become VALUE FOCUSED and STAY VALUE FOCUSED!



Dale Calvert started his first business from his parent's 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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