FEATURE | RELATIONSHIP

The Fruit of Love

Love is the ultimate attraction marketing system

by **Rod Nichols**

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As I contemplated this month's theme: *Loving Your Team*, my mind immediately went to my friend (and upline), Collette. When she entered the network marketing industry thirteen years ago, she was a part-time secretary without any education beyond high school. Collette had no previous business, sales, or network marketing experience and by her own admission, had no idea what she was doing. However, there was something planted deeply inside her that would result in Collette becoming the top income earner in her company.

Before I tell you what it was that caused her tremendous success, I want to share with you a bit about love, because we've managed to distort that word. First, love is not something you fall in to. Second, it is not an emotion. True and pure love is a fruit and much like the fruit you would find on a tree, the love fruit comes from a branch. That branch comes form a trunk and the truck comes from roots deeply planted into the ground.

> ***Those who have learned to love, do so because they have deep roots of love.***

Okay, back to Collette. As I have watched her over the last twelve years, I've noticed something that makes her truly different than most other network marketers. Collette deeply loves people – all people. It is love emanating from her that attracts people to join her in business. I've watched her approach someone she's never met and after a short conversation, they are hugging like old friends. Once they join her business, the love doesn't stop. In fact, it increases, as Collette loves her team to greater success. Many a top network marketer has joined her

company, and risen to the top to challenge her long run as the top distributor, but none have been able to dethrone the queen of love. For Collette, loving is natural, because it was instilled in her at a very young age. Some of us weren't quite so fortunate, but that doesn't mean we can't learn how to love. There are many different definitions of love, but most of them describe it as an emotion, which again, it is not. So, I'm going to use the Bible's description in 1 Corinthians 13: "Love is patient, love is kind. It does not envy, it does not boast, it is not proud. It is not rude, it is not self-seeking, it is not easily angered, it keeps no record of wrongs. Love does not delight in evil but rejoices with the truth. It always protects, always trusts, always hopes, always perseveres. Love never fails."

I just celebrated my 28th year in network marketing and as I look at that description of love, I can say that Collette is my only upline leader who has fully exhibited the fruit of love. She is extremely patient and kind with everyone. In fact everyone in the company wants to be in her downline (fortunately most of them are). Collette encourages and helps all the other leaders. Even when there have been months when another leader temporarily took her spot at the top of the income earners list, she would continue to encourage them. Collette is also the humblest person you will ever meet. You'd never have any idea that she was a millionaire – her husband dated her for several months and had no idea of her financial wealth. I'm not sure there is a rude, self-seeking, or angry bone in Collette's body. She's like a loving mom that everyone wants to be around. I discovered that she doesn't keep records of wrong, when I got the greener grass syndrome and went over to another company for a few months. Collette welcomed me back like the prodigal son. Collette loves and serves God, so she delights in the truth. Her love is protective, trusting, hope-filled, and constant.

Because Collette's love never fails, she will remain as one of the top network marketers in the entire industry.

We can all learn from Collette. Once, when I asked her formula for success, she said, "I don't know, I just love everyone."

Perhaps we could take our eyes off all the sales techniques, the hot internet marketing system, and the amazing new CD, and just start loving everyone around us.

We could start with our family (who knows some of them might even join our business), and then move on to our friends, congregation members, co-workers, and neighbors. Finally, there are all the other people we come into contact with each week.

Love is the ultimate attraction marketing system.

Learn to love like Collette and you will be amazed at how many people want to join your business and go on to become top leaders. Love is the true secret to success in business and life.

Rod Nichols has been involved in the network marketing industry since 1979, as a company founder/owner, distributor, consultant, trainer, coach, and author. His books, *Successful Network Marketing for the 21st Century* and *Would You Like to Dig In My Goldmine?* were industry best sellers for several years and his latest book, *The Ideal Business*, is quickly becoming a must read. Rod has built several large networks and still earns a full-time income from one of those. Rod and his wife, Karen

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