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Stay the Course Long Enough to Discover the Magic

To those that embrace the power of network marketing, it ceases to be a business. To them, it becomes their life.

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William Barclay said, “There are two great days in a person’s life; the day we are born and the day we know why”.

For me, I thought my why was to teach the teacher in order to impact more students. That is why I pursued a career at Kent State University. I was partly right. My why was to teach the teacher but little did I know it was in this amazing, crazy world of network marketing. Yet I know in my heart, I was always destined to be here. It is the one place I always felt I belonged.

Network marketing for me was by no means a cakewalk. Anyone who knows my story knows how much I struggled the first 15 months. When I finally cracked the code, I was unstoppable. The pursuit was always exhilarating and over the years I learned to identify and experience the different levels of pursuit and how each one would take you to a higher level of maturity and understanding of how truly miraculous this thing called network marketing.

> ***Few people actually stay the course long enough to discover the magic of this industry but once they do, they will never contemplate doing anything else.***

Years ago I actually uncovered four levels of pursuit in network marketing; each one lead to a higher consciousness and a greater appreciation.

The first was all about money.

When I figured out how to build a network marketing business, I was passionate about paying off my bills, getting a new car, building a house and doing things for my family. I quadrupled my teaching salary. I was on fire.

After my financial needs were met I moved into level two which was the pursuit of freedom.

There's no question that teaching at a University is a pretty free existence. I like change, so teaching new students every 10 weeks with a break in between was about as perfect as a job could be.

But the idea of being totally free and never using an alarm clock again was extremely appealing. Most people never contemplate being totally free. It is an amazing existence to be able to live where you want to live and do what you want to do. We live in a free society but until you are financially free you are never truly free. Someone decides where you live since it must be close to your job, the size of your house, the schools you send your children to, the vacations you take and the length of time you are away. All this is dictated by your location and the size of your paycheck. Your life is controlled by your job.

Being totally financially free means you can live in any state, in any house, vacation where and when you want and send your children to the college of their choice. The pursuit of freedom is a worthy goal.

The third level of pursuit is the most exhilarating. Once I had made enough money to be free, helping others do the same became my focus.

Helping other people change their lives and reach their goals is so much more rewarding than anything you do for yourself.

Many of you will not believe me until you've experienced it. I have helped people leave unpleasant jobs, move away from unpleasant circumstances and take control of their lives all because of network marketing. I've had the opportunity to watch people change their attitude, their self-esteem and become believers in their own gifts. Many of them have gone on to become leaders, motivational speakers and successful business owners. Many became millionaires. Because of network marketing, I have friends all over the world.

One particular case is near and dear to my heart. Years ago I spearheaded a company into Europe. While in England, I called a friend named Laura to see if she would be interested in working with a new company. I was unaware of the fact that she had purchased a beautiful home and had become financially drained after a divorce.

The same day I called, she had just received a letter from the bank suggesting she file for bankruptcy. She was extremely distraught and didn't want to file bankruptcy. We decided her only option was for us to roll up our sleeves and build this new business together.

Within that first year, she became the first person in Europe to make it to the top position with that company. Within 18 months she was highlighted in a major newspaper as one of the top 100 women earners in the United Kingdom. She was number 70. We were totally blown away. It was one of the most exciting accomplishments in my network marketing career. It was much bigger than anything that I had ever accomplished just for myself.

The fourth level of pursuit is pretty lofty and revolves around free enterprise.

Network marketing has the ability to change people. To change the way they think and the way they act. I have seen it create such teamwork, camaraderie and esprit de corps amongst individuals working together to reach a goal. I have seen it unite cultures and help people rise above race, gender, social economic and political differences.

> ***I have seen network marketing create hope and optimism and empower people to take control of their lives.***

Network marketing is a gift and in the right hands, it can change the world. I know firsthand. In 1994, I was on my way to Paris, France to speak at the launch of an American network marketing company. A couple days before the launch I was doing a meeting in Antwerp, Belgium. At the conclusion of the meeting I was told that there was a gentleman waiting in the lobby who wanted to speak to me. I will never forget his story.

He was Croatian and it was during the time when there was a war in his country between the Serbs and the Muslims. He was involved in a network marketing company and he was looking at joining our company. He proceeded to tell me about an organizational meeting that he had attended a few nights before in order to recognize and congratulate one of his distributors on their advancement. This meeting was in Croatia where people had to cross a border and risk their lives to enter into a very dangerous part of the country. Snipers were killing people every day.

Their meeting was held in the basement of a house in the war zone. Everyone that attended was risking their lives. Everyday they were smuggling their products crossed the border to build their businesses. What was amazing was that at this meeting there were Serbs and Muslims, all sponsored by one another and all hugging and congratulating each other.

What a paradox. Outside there was hate and destruction while inside there was love and harmony, all because of network marketing.

I saw clearly at that moment that the business was about more than just money, it was about people.

It was about unselfish commitment to help someone else become successful. It was about looking for the good in one another instead of the bad. It was about free enterprise and helping to change the financial status of one-family, then two, then three. It was about bridging the gap between different cultures, religions and ethnic backgrounds. For the first time I truly saw what an impact network marketing could have around the world.

And today when I think about the praises of network marketing, I think about that Croatian man and his sacrifice to fulfill a dream. Then it becomes really clear.

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Paula Pritchard was pursuing her doctorate degree while teaching at Kent State University when she was introduced to Amway**.** Out of a million distributors at the time, Paula was the first single woman in the United States to reach the coveted Diamond level. Since Amway, she has risen to the highest possible position and income levels with a number of network marketing companies, building organizations of over 200,000 distributors, in more than 15 countries, producing hundreds of millions of dollars in business**.** Because of her success, Paula has also consulted with both established and new network marketing companies in both the United States and Europe.

As one of the most consistent top performers in network marketing, Paula has proven and time again that her business building methods work. Her techniques for building large successful organizations have created many successful leaders in the industry and have been well documented in her book *Owning Yourself* and the CD audio training series "What You Need to Know to Build a Profitable Network Marketing Business." Today Paula is known worldwide as one of the top network marketers, trainers and leadership developers. Additional information is available on her website MLMMadeSimple.com