

Consistency

Without the right kind you will likely fail, with the right kind you will eventually experience the success you are dreaming of and perhaps even more!

by **George Madiou**

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It is important to make sure that we are being consistent with behavior congruent with business building activity. You see it's easy to fall into the trap of practicing consistently poor activity and at that point we become the horrible failure statistic we so often hear about in network marketing. You know what I'm talking about... those activities that don't produce any positive progress on a daily basis. Come on you know, activities like straightening our files, spending a lot of time labeling material and CD's and DVD's and the all important activity of deciding who wouldn't be interested in our business.

Let's shake off all of these business killing activities and let's examine what consistent activities we can engage in, to start getting results.

First one of the most important activities you must spend consistent time doing is to discover your core WHY, that all important, why are you doing this business.

This is not a 10 minute exercise. The more time you spend consistently exploring, refining and touching your heart to discover what it is that would make you break through a brick wall to attain your why, the more likely you are to achieve it. Why is it that your business is the only vehicle

that will get you to YOUR WHY? When you do this, the better you will be at becoming bullet proof when discouragement inevitably will occur.

I have been involved in my own business for many years and my WHY has revolved around my wife and, at this point in time, my young adult children. I have also stayed focused on a dream, my WHY, and that has been to live on the ocean, (not across the street where it's almost on the ocean but right on the ocean.) Well last month I reached that why in my life and it has fired me up to consistently work on my new why. You see, if you don't have that burning WHY, You can't be working at your peak performance.

The next consistent activity is summed up by my friend Paula Pritchard and that is, the success is in the show.

This basically means unless you are in front of people, showing your product or service or showing your opportunity, you're not doing your business.

Your business will only grow with a massive effort in exposing it to as many people as you can. This doesn't mean show it to 25 people in one day and take the rest of the week off. You will find in the long run you will be more successful if you consistently expose 1 or 2 people every day over the next 21 days than these big numbers once in a while. Consistently exposing your business to a few people over 21 days will develop a habit that will move you to the next 21 days and the next. This is the reason Paula has been "lucky" enough to build not 1 business but 4 businesses to over 200,000 people each.

You know that's not luck, that's consistency.

There is one other area that I think you need to develop consistency in yourself and your business.

You must develop a consistent belief in yourself, your business – company and product and you must develop a consistent belief in the industry of network marketing.

Your belief system must be worked on consistently every day. There will be many people (friends and relatives especially) that will try to kill your dream. They might not even realize what they're doing, but it happens more often than encouragement.

How do you do this? Read, listen and expose yourself to things that will build your belief system. Your company probably has a wealth of material that will help you with this. Absorb it ALL! Find the most successful distributors in your company and seek them out. Ask them how they got there and what should you do. Seek out the owner of your company and the VP of sales and let it be known that you are going to the top and ask them what they can do to help you. So few distributors take advantage of this simple tip and you would be surprised how these superstars are looking for the next generation of superstars that they can help.

Take advantage of the articles and audios of the almost 200 coaches, trainers and leaders that contribute to TheNetworkMarketingMagazine.com. If you relate to one or two or more of them, contact them. Just like the leaders in your company, most of these contributors have a heart to help. Raise your hand and volunteer to be the next success story.

Remember, consistently work on yourself, no one else will do it like you can. You'll love the results!

Aim high!

George Madiou



George Madiou is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned over 30 businesses, and says they varied from wildly successful to outrageous learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie are celebrating their 30th anniversary this year. They have two great young adult children, Sara and David.
