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mONEy

Network marketing is not about the money, it's about the relationships. If you build the relationships, the money will follow.

by **Rod Nichols**

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I fell in love with the network marketing industry when I first saw all those circles in 1979. The reason I love this industry is that it is truly the great equalizer when it comes to money. I've seen tremendous success stories from all ages, ethnic groups, gender, and walks of life. I've personally seen many people's lives radically changed for the better by network marketing and for that I will forever love this great business model.

I do have one pet peeve about network marketing and that's the focus on the money and all the stuff money can buy. I find that there is a tendency in the industry to focus too much on money, creating an atmosphere of greed and materialism. When a person is focused on money and the stuff that money can buy, then they are focused on themselves.

> ***In the middle of the word money, you will find the word ONE. Network marketing is about building teams and that requires focusing on helping others achieve their dreams and goals.***

When you are focused on money, you are focusing on yourself and when you are focused on yourself and your own needs and wants, you can't build a team.

Early in my network marketing career, I was too focused on the money and couldn't understand why I was failing. It wasn't until a wise and very successful networker told me to stop focusing on the money and focus on making friends. Zig Ziglar says it best: *"You can get everything in life you want if you will just help enough other people get what they want."*

So, how do we get our focus off of money in an industry where that's the primary focus?

Get your eyes on that new person you just sponsored.

Invest time to find out about their dreams, goals, needs, and wants. Help them map out a plan to achieve those things and then do whatever you can to help them do so.

Another great way to get your eyes off the money is through generosity. There is an old saying that says what goes around comes around, which is based on the biblical principle give and it will be given to you. Give prospects samples of your product. Give your brand new associate the tools they need to succeed. Give a book to a struggling downline member. Reach out to crossline orphans in your area and help them succeed. Give your time to help do presentations, 3-way calls, phone and e-mail follow-ups, and trainings for new associates. Give and it will be given to you. The Bible even says that it will be given to you pressed down, shaken together and running over. That's a description of overflow.

I've met so many amazing network marketers in my years, but I'm not sure anyone matches up with Sue Seward. I worked with her a number of years ago and we have remained good friends. When I first met her, Sue was a self-proclaimed stay-at-home-mom with no business background. However, there was something very evident in Sue and that was her generosity. She gives of herself like no one I've ever met and because of that, she has lots and lots of friends. AND because she has lots and lots of friends, she makes lots and lots of money!

So, as that wise networker once told me, when I asked how to make a million dollars in network marketing,

> ***"Stop trying to make a million dollars and go out to make a million friends."***

Network marketing is not about the money, it's about the relationships. If you build the relationships, the money will follow.

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 books, The Twelve Power Secrets for Network Marketing Success and The Ideal Business are quickly becoming must reads for anyone serious about success in network marketing. Rod has trained tens of thousands of people and is know as a "nuts and bolts" trainer. He is available to speak at conventions, conferences, regionals, or any other event requiring a dynamic outside speaker. Rod is also available to coach individuals and small teams. More information about Rod, his fees, and other great network marketing resources are available on his website at www.RodNichols.com or you can e-mail him at Rod@RodNichols.com

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