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Tis The Season... for IMbalance!

*The challenge is to hold yourself accountable for applying a practical step by step system for women to **learn and earn** what they deserve!*

by **Elizabeth Harrington**

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Yes the news is full of doom and gloom, your 401K's just became 201k's , mortgage foreclosures are rampant, the job losses are horrifying, the scent of greed and corruption on Wall Street overpowering and Oprah's words of finding balance in your harried schedule seem but a distant faded memory.

But WAIT! (the sound of trumpets in the background), there is a silver lining amongst all this doom and gloom.

What is this good news you ask?

> ***It is the fact that there are more than 7000 network marketing companies –all offering hope and optimism and oh by the way-***
>
> ***A Way OUT of your financial mess!***

I know this for sure.

If you choose one of the good ones and yes Mabel, there are definitely some good ones and a few GREAT ones), there is a great opportunity here to earn extra income immediately with a limited upfront capital

investment, and a whole lot ***MORE NOT LESS EFFORT...***
WHAAAAAAAT?

MORE WORK?

LESS FREE TIME?

What about the principles of the ***4 ½ hour work week*** sold by the now very rich author Tim Ferriss?

Even Oprah says *"we need to take time for more reflection. More time to nourish and nurture ourselves."*

So what gives here?

That was then, this is now... a very different reality is facing us today-a game changer and a sea change.

For those of you following my recent journey through my articles in this wonderful magazine AND my weblog writings know that I have recently made a huge shift.

With limited fanfare, I was leaving the networking industry after 14 tumultuous years to pursue another non- traditional business model of information publishing-niche market- Midlife Women (and the men who love them.) For more information, click here http://www.newprimetime.com.

Out of the blue…. a trusted friend from years past called me about a new company that was TOTALLY DISRUPTIVE had joined the networking industry and by the way, was ***changing the game as we've known it.***

As I've always said - become the leader you've always wanted. My friend and I had built businesses together 10 years ago. She had gone on and built another large organization and was earning 50K a month. She was leaving THAT Ka Ching Ka Ching to go to this new company?

Of course I listened. Admittedly she had the posture and influence to hold my attention.

I went to a corporate 'fly in' to meet the owners and the corporate executives. Yes, she was right - this one seemed a game changer.

Good timing too! I'm thrilled because I didn't want to leave the industry. Not really. I have seen it work. I have been successful and seen others become successful but in truth I wanted *more* members of *my* tribe to achieve their dreams. For me, this is the first time I've seen it all come together at the same time with the same company - the perfect storm so to speak!

Our industry needs heroes/heroines!

So yes, once again I am filled with hope and optimism!

My point?

The gift of hope and optimism is what our industry can bring to the masses of people who want a way out of their financial peril.

As the economy tanks, our networking industry has an unprecedented opportunity to show itself off with pride and honor - if we do it right!

By right, I mean show respect to the majority of our talent in the field, which is WOMEN.

85% of our associates are women - at least here in North America.

The only thing standing in the way of women achieving massive success in this business is their reluctance to understand the reality of *"The Season of IMbalance."*

Can a woman have it all? This was the big question of the 70's and 80's and even more timely today.

Now that I've hit my 50's... the answer is yes with a condition. A ***BIG*** condition.

> ***Yes Mabel, you can have it all - just NOT ALL AT THE SAME TIME!***

For years, I have been writing and speaking to groups about the importance of marketing to Women, while learning why women buy each day.

One of the most important lessons about Women is to be authentic.

In order to grow your business, you must understand women's lifestyles and their specific wants, needs and desires.

Women have power in the marketplace like never before.

Nearly 80% of the consumer purchases are made or influenced by **Women.**

89% of bank accounts are owned by **Women.**

85% of ALL medical and health decisions are made by **Women.**

> ***Women want you to communicate with them in a way that is authentic. They want you to connect with them. Speak with them about what matters to them.***

One of my favorite phrases for the past 5+ years was

"For Women, Time is the New Money."

No More!

Until this recession ends, ***money is money again.***

The biggest hurdle facing women is that many are resistant to *"the season of imbalance."*

To make real money in any business requires a sacrifice - some kind of sacrifice. Isn't it more authentic to let women really know that to earn $2000.00/per month, $4000.00/per month, or $10,000.00 a month really does require the willingness to carve out an extraordinary amount of time from an already harried over-scheduled life?

Even if you are lucky enough to be with a company entering the momentum phase, you must focus on learning the craft of growing your business and transforming yourself - for at least 2-3 years.

No mystery here.

> ***The biggest gift for women is to provide them with special training, then coaching and mentoring them to success while embracing their specific and unique differences.***

Coaching them to carve out the special time will be one of the first challenges in my new business as I create a whole new tribe.

So for now, the challenge will be to hold myself accountable as I apply what I have been writing about into a practical step by step system for women to ***learn and earn*** what they deserve!

If you want to keep in touch with our progress, send me a message through the TNMM website. We'll be sharing our experiences along the way!

Elizabeth Harrington is a "Working On Purpose" coach and facilitator. She is honored to be a founding member of the Working On Purpose GUILD with Richard Leider of the Inventure Group and the University of Minnesota. She is thought a leader yet evolving student of the network marketing industry and has been passionate about helping others achieve their dreams and goals for more than a decade.

After initially working her way up through the corporate executive ranks with Xerox, on to a senior government post in Toronto, Canada, then spending the past decade exploring the rollercoaster ride as an entrepreneur with Unicity International, Elizabeth is uniquely prepared to understand the demands of each career role as well as the best practices required for extreme success.

Elizabeth was married in Maui, Hawaii 2 I/2 years ago to Tom Spindler. Together they are living a balanced happy life in a suburb of Minneapolis MN, where frequent visitors are bunnies, deer, and possum!
She and Tom escape to Maui as often as they can to enjoy their Pacific paradise!

Go to http://www.newprimetime.com for your free report on the 7 Secrets to Building Rapport with Others.

Find out more about Elizabeth by going to her website:
ElizabethHarrington.com