DUPLICATING | PERSONAL GROWTH

The Key Ingredient

Where True Residual Income Is...

by **Chad Bumgarner**

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"Duplication is the key. If you're not doing to your friends, what they can go do to their friends... your business will not grow to where you want it to.

It'll still be dependent on you 10 years from now!"

I heard this statement over 5 years ago, when I first entered the world of Network Marketing! One of my mentors in this awesome industry, **Robert Fason**, said that on an audio I've listened to many times called, *The Why Before the How!* At the time, I was so new and green, I didn't realize the simplicity of what he said. The main ingredient needed in this business is... people! We need lots and lots of people! It doesn't really matter who, but how many! So many are focused on going after a select group of people on their list, rather than just talking to a couple people a day and finding out who wants it as badly as they do!

There are **3 Key Ingredients** that are needed to be successful in Network Marketing:

1. Burning Desire
2. Willingness to Work
3. Teachable/Coachable

A while back, a lady in my business shared with me that when you're not moving forward as fast as you'd like in your particular business, you're missing one of the **3 Key Ingredients**. I'd venture to guess that for most of us, I know it's this way for me most of the time, it is not necessarily *Willingness to Work*, but simply not doing enough work!

It's always easy to blame someone else or some situation

for not being where we want to be, when the only person we need to get mad enough at to make things happen, is the person who's looking back at us in the mirror every morning.

In my opinion, the key factor in our businesses not moving forward faster comes down to one thing... ***BELIEF!*** There's a brand-new book out in the marketplace right now that has everything you need in order to be successful in this industry! The book is called, **"When the Dream is Big Enough - The Journey of a Professional Networker"** by Johnna Parr. Johnna is an absolutely dynamic leader in the particular business I'm in and it's truly a life-changing experience, just reading this book! For those that are interested in picking up a copy, simply go to www.johnnaparr.com! Again, this book is for anyone to read in the Network Marketing industry, not any particular business! Check it out today!

Duplication is such an easy concept, I think it's hard for many to grasp, especially those outside this industry that think they'll achieve Financial Freedom by working for someone else the rest of their life! Another book that illustrates the Duplication concept and talks about something many people don't like is what I call *Delayed Gratification*. **"The Slight Edge"** by Jeff Olson is another book to get in your team's hands to help them understand the Duplication concept.

When talking with others in my particular business, I like to refer to a saying I got out of a book a few years ago and that is... Keep Feeding the Monster.

We live in such a fast-paced, instant-gratification, fast-food society today that a lot of people, if they understood this *Duplication* concept, would fall in love with the Network Marketing industry overnight! I get more fired up everyday, because of the possibilities this type of business can offer

anyone in America today! People we know, even those we haven't called off of our names lists... are praying for what we have to offer, right now! So... what are you waiting for? Call 'em up, tell them you're excited about something they deserve to hear about, and share something with them that can change their life forever! The way I see it... if I don't at least call/talk to everyone I know and meet... what kind of friend am I for not at least sharing this wonderful business with them! As another one of my mentors, **David Hervey**, says...."**You ain't gonna make it with the ones you got! New blood is the life blood of your business!**" Let's get out there and change some lives!

See you all next month at one of the greatest tools out there today to help you achieve your Dreams & Goals... *The Network Marketing Magazine!*

"You can't go back and make a brand-new start, but you can start today and make a brand-new ending." - John C. Maxwell

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Chad Bumgarner was born and raised on his family's farm in Nebraska. He currently lives just outside a small town called, Strang, with a population of "23" people.

Chad's education began @ a small school in, Strang, where he remained through the 3rd Grade. He then finished out his elementary school years in Geneva, Nebraska, and graduated from Geneva High School in 1996.

Chad attended "4" different colleges around Nebraska, over the course of about 5-6 years. Over those years, Chad worked in the Sports Department @ a local CBS affiliate. He was a DJ on a small college radio station, and he worked @ HuskerVision for the University of Nebraska for a couple months. His dream was to work @ ESPN on the "College Football Gameday" crew. He felt he was on his way there, and for whatever reason, felt called to be back home. After a period of working back on the family farm, he thought he'd made the biggest mistake of his life, leaving his dream of working @ ESPN, behind. Well, like many have said...when the good Lord closes one door, another one opens. That's what happened to Chad, back in March of 2004.

By simply over-hearing some friends talking one night, he was introduced to Network Marketing for the first time! The statement, "You Can't Say the Wrong Thing to the Right Person" certainly pertained to him. The rest, they say, is history, or what Chad likes to call it...a Dream in progress!

What Chad loves, more than anything, about Network Marketing, is the ability to help many people achieve their Dreams and Goals!

An aspiring author, Chad has plans to write his first book, over the next couple years and share his excitement about this industry with as many people as he can!

Taking his Network Marketing business to the very top level, and finding the "woman of his dreams" to share his life with, are among some of his current plans, over the next 1-2 years! Stay tuned!