

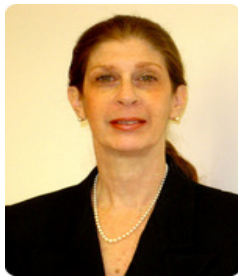
LEADERSHIP | INDUSTRY | PERSONAL GROWTH |
PROFESSIONAL DEVELOPMENT | THINKING

Mission Driven Business; do you have to be a Preacher?

*Our mission, if you will, is to **empower new distributors** by
educating them and encouraging them to embrace this philosophy.*

by **RS Mallory**

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The economy is creating a plethora of opportunity and unlimited pool of prospects for network marketers and those who wish to create a better future for their families.

Even the inefficient “click for credit” traffic sites” have suddenly become a terrific source for prospecting as they are attracting those who never before entertained network marketing as a viable business opportunity. These folks are “clicking away” in search of an opportunity that will answer their need.

We are responsible for helping these inexperienced or new networkers learn the skills they will need to move ahead, **AND we are also responsible for instilling a philosophy that empowers them to help others!**

Our challenge as professional network marketers is to educate our *downline organizations* to insure that...

***We keep OUR focus on educating
all those prospects and making
sure we remember to help them
develop skills in order that they
might achieve their goals and
dreams.***

In other words, our mission (as always) should be (and especially in this economy) to develop *Compassionate Marketers* and make sure that our **personal philosophy is that of helping others** rather than seeing all prospects with a \$ sign on their foreheads.

Let's be clear; we all have personal reasons for being a professional network marketer. Perhaps we

- desire time freedom – spend more time with the kids or spouse
- want to travel the world
- want to fund a non-profit such as a foundation to help others, award Scholarships, endow a hospital wing, etc.
- want to “prove” to oneself or others that they are successful by the monetary measure
- look forward to becoming and living debt free

Some reasons are more altruistic than others. Some of us are motivated by money and the “freedom” it may bring to us. We already know and understand **that the easiest and fastest way to achieve our own success is in helping others attain their goals and dreams** and

we must not lose sight that our mission must ALWAYS embrace that philosophy if we are to perpetuate the good name of network marketing.

Scour the Internet for the “giants in the industry” and you will find that they are successful leaders who have endured year after year. **These men and women each know the secret; that is to embrace a Mission that grows from the DESIRE to help others be successful.**

Our mission, if you will, is to **empower new distributors** by educating them and encouraging them to embrace this philosophy. Make sure you encourage them to embark on a course of personal development and **supply a list of leaders in the industry** for them to learn from. **Grow a**

library of E-books so that you can **feed your new distributor** and make sure that each book espouses the philosophy of helping others. Some suggested author/mentors are

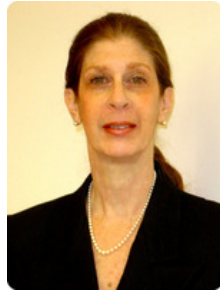
Jim Rohn
Napoleon Hill (Think and Grow Rich)
John Maxwell
Claude Bristol (TNT The Power Within You)
Dennis Waitley
Stephen Covey
Your Favorite Mentor and books

Don't forget that in these tenuous economic times **many corporate and professional people** are looking at network marketing.

We must make sure that we explain the value and opportunity of our industry succinctly, fulfill the expectation and equip the new marketer with the proper skills they need to succeed, and educate them with a time honored philosophy that will enable them to achieve their success.

Teach your new distributors to be Compassionate Marketers and **support those values with examples of successful people who have done so by helping others achieve their success!**

RS Mallory
Compassionate Marketing



RS Mallory has been an Educator, Corporate Trainer, Chief Communications Officer, Artist/Poetess and continues to help others create part to full time income in the Network Marketing Industry for the past 12 years.

Her journey as a nascent Network Marketer set the stage for RS to develop Compassionate Marketing, a relationship based philosophy that teaches people to embrace basic human ethos. Her story is one of acceptance, growth, self-realization and empowerment. Compassionate Marketing helps people embrace their own special talents and shows them how to use them to help others achieve their goals and dreams.

RS' Father was a Pharmacologist, predating present day Pharmacists & modern medicines. The knowledge she gathered watching her Father prepare "synergistic concoctions" from natural herbs inspired and fed her passion to educate people to take charge of and control their own health through knowledge, natural herbs, vitamins and nutritionals.

RS has extensive knowledge of the Pharmaceutical Industry and the Herbal nutritional communities.

She is presently the Co Executive Director Education for the **Distributor Rights Association**.

RS continues caring for people and has built large organizations of Compassionate Marketers" and [Compassionate Marketing](#).