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You Are What You Believe

Belief is critical to your success in network marketing.

by **Rod Nichols**

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Proverbs 23:7 in the Bible reads, *"For as he thinks in his heart, so is he."* Napoleon Hill, in his epic *Think and Grow Rich*, wrote, *"Whatever your mind can conceive and believe, it can achieve"* Norman Vincent Peale often said, *"We tend to get what we expect"* Albert Einstein said, *"Imagination is more important than knowledge"* Ralph Waldo Emerson said, *"We become what we think about all day long".*

Are you getting the concept - you are what you believe.

Growing up, I was rather introverted and so people labeled me as shy. I heard it so much that I believed I was shy and acted that out. I didn't date until after my senior year of High School and didn't attempt many things I might otherwise have attempted, if I hadn't believed I was shy. What are you believing? That you are fat, not very good looking, skinny, shy, dumb, clumsy? These are all labels that, if we accept them, will change the direction of our lives.

I continued to believe that I was shy all the way through college and into my early years in the corporate world. That belief hampered my corporate career, as I firmly believed that shyness caused me to think that I couldn't speak or present in front of others. It wasn't until a few years later when I had left the corporate world to start a business that I discovered this belief system and began to change it by reprogramming my mind.

I wrote affirmative statements like:

I am an extrovert.
I love to meet new people and make new friends.
I enjoy speaking in front of groups and am good at it.
I'm outgoing and assertive.

I posted those all over my house and in my car and begin speaking those statements out loud, so my mind could hear them and be transformed. Then, I stepped out in faith and begin setting up speaking engagements. At first I was terrible, but I didn't die. After awhile it became more comfortable. Soon, I was actually enjoying it some. Today, I love to speak in front of groups and have had the opportunity to speak at large conferences of over 5,000 people.

> ***I find that most people fail in network marketing because of poor beliefs. They don't believe in the network marketing industry. They don't believe in the company and worst of all they don't believe in themselves and their ability to succeed.***

Consequently those beliefs or lack of belief becomes a self-fulfilling prophecy of failure. So, how can you change that. Here are some ideas in each of those three areas of belief.

Industry Belief

Many network marketers are embarrassed to admit that they are in network marketing or there is a little voice that keeps telling them that they are doing something wrong or that people are going to think badly of them if they are in network marketing. First, if someone thinks badly about you because you are involved in network marketing, they have the problem, not you. Network marketing has been around for over 60 years. It's a proven way of doing business that has produced over 3,000 companies, a few of which are over 50 years old and many that have been in business for more than 20 years. Network marketing has been proven legal by the U.S. court system back in the seventies, which makes it legal in all 50 states and also over 120 different countries.

Network marketing is responsible for over thirty billion in annualized sales in the U.S. and over one-hundred billion worldwide. There are approximately fifteen million people involved in network marketing in the

U.S. and over forty million worldwide. The exciting part is that even during down economic times, such as we are experiencing now, network marketing flourishes.

Network marketing is one of the only business models that enables a person without any previous business experience and very little start-up capital to build a large and lucrative business. There are tens of thousands of rags to riches stories in network marketing. In fact, I would venture to say that network marketing probably has a bigger impact on lives than any other type of business. Plus, it doesn't require any special training, education, or knowledge.

> ***Anyone can be successful in network marketing. Now, not everyone will, because many won't do the work that is necessary, but that's not the fault of the industry.***

Finally, network marketing is NOT a pyramid scheme. Pyramids are illegal in all 50 states. Here's how to tell the difference. First, a pyramid scheme typically doesn't have a product; it's a money game. However, if it does have a product, it won't be something that people would buy without being involved in the financial side. Second, you have to pay a large sum of money to be able to participate and recruit others. Third, you get paid to recruit other people.

Okay, let's compare that to network marketing. A legal network marketing business will have a good product or service that people often purchase or use, even if they aren't involved in the business. In fact, a solid network marketing company will have a Preferred Customer program for those who want to buy the product at wholesale, but don't want to be involved in the business.

In a legal network marketing business, you will purchase a starter kit for under $50 and that will connect you to the company computer, give you an ID#, and the rights to build a business. This is considered a reasonable expense by the government regulators. No one earns any money on the purchase of this kit. However, the person you sponsor may earn on the product/service package, as it is a legal sale. Finally, the only

way anyone makes any money in network marketing is if the product/service is sold. *We only get paid based on those sales, not the function of recruiting people.* So, network marketing is clearly a legal business and not a pyramid.

Actually network marketing is something that people do all the time. They go to an amazing restaurant, watch an excellent movie, or read an enthralling book and then tell others. Those people spend money going to the restaurant, movie, or to buy the book, but the person who referred them never gets paid. In network marketing, you utilize a great product or service and tell others about it. That's it. It's simple and you get paid to do it! Not only do you get paid, but it's a residual type of income, so once you've built a large network of people buying and selling the product/service, the money you earn is no longer based on the time you invest each day. You will get paid over and over for years to come because of the work you do in your first few years. That's why network marketing provides people with the opportunity for time and financial freedom. Everyone has an equal opportunity to live the life of their dreams and that includes you. Network marketing is one of the few methods that you can use to build that dream life.

Company Belief

Once we get beyond any doubts about the industry, it's time to tackle any unbelief regarding your company or products/services.

> ***In order to be successful you must fully believe in your company and what they offer.***

This can be accomplished by first *using the product or service.* In other words become a product of the product. There is no greater story than your own personal testimony about the product or service. This will enable you to give a candidate exact details about the product/service and how it has impacted your life. In fact, it's safe to say that you won't be successful if you don't use the product/service.

Next, *learn everything you can about your company.* Read the web site, brochures, and any other company produced literature. Talk with corporate staff and people who have been with the company for a long time. Visit the corporate headquarters/manufacturing facility. Attend

corporate events like conventions, so that you can get a sense of what the company is all about and can hear from other people in the company. Listen to company teleconferences and view webinars. Listen to CD's and watch DVD's that talk about the company and what it offers or has testimonials from top leaders.

The more time you invest into learning about the company, the greater your belief. If after doing all this, you still have doubt or aren't absolutely passionate about your company and product/service, then it's probably time to look for a new business.

Personal Belief

> ***This is the toughest one and the one that stops most people. First, you have to identify the personal beliefs that hindering you.***

Do you have a fear of success or failure? Do you fear talking with people? Do past experiences or circumstances contribute to personal beliefs about your ability to succeed? Once you have identified these beliefs, you can begin to use affirmations (as I mentioned earlier) to transform your mind. In order to continue that transformation, you will need to add in an appropriate action. For example, let's say that you have a fear of talking with people. So, you begin with an affirmation like, I love to talk with new people and they are always excited to hear from me. Repeat this over an over every day and then go talk with some people with the expectation of your affirmation. You'll be amazed at how well it goes, as long as you believe.

Accompany your affirmation work by reading. My personal favorite is the Bible. Proverbs is packed with great wisdom that will help improve your life. There are also many stories of people facing difficult circumstances and through faith (and with God's help) were able to break through. Other books like *As A Man Thinketh, Acres of Diamonds*, and *Think and Grow Rich* will help to transform your mind.

Listening is the final way to improve your personal beliefs. Find CD sets that will help you improve your self image and beliefs. Joel Osteen has a great CD series titled *Your Best Life Now* (it's also available as a book) that will inspire and motivate you. Tony Robbins has some good stuff, as

does Zig Ziglar, Denis Waitley, and Brian Tracy. I also love the *Chicken Soup for the Soul* books, as they have many inspiring stories of belief.

Start filling your mind with positive information. Stop watching the news and reading newspapers, as they are only filled with bad news. If something really bad happens, plenty of people will tell you about it. Instead, read and listen to things that are inspiring and will build you up.

Belief is critical to your success in network marketing. Without a solid belief in the industry, your company, and your self, you will have a difficult time succeeding.

> ***So, if you truly want that dream life of time and financial freedom, you've got to do what is necessary to break through those hindering beliefs and move on to a belief system of success.***

Hopefully this article will start you on that road to freedom.

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 is also the co-founder of www.The2percentplan.com/plus He has trained tens of thousands of people and is known as a “nuts and

bolts” trainer. Rod is available to speak at conventions, conferences, or any other event requiring a dynamic outside speaker. 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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