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The Importance of Belief and High Self-Esteem for Network Marketing

Network marketing offers us the perfect environment to grow and reach our utmost potential.

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2542 words | 8 pages

Studies show that at least 85% of the world's people suffer from some degree of lacking self-esteem. Although one might think that such challenges are only characteristic of the poor, uneducated, or lower socio-economic members of society, people from all walks of life can suffer situational or more widespread challenges with their levels of self-esteem.

Network marketing distributors are likely to suffer from similar statistics when it comes to being deficient in self-esteem in one or more areas of their lives. Some struggle with their communication, may feel socially challenged, or have difficulty establishing close or intimate relationships. Others experience low self-esteem with regard to their physical appearance or their health. Many may not be having any fun in their lives. All these qualities detract from the likelihood that they will achieve the level of success they desire in their businesses or personal lives.

Lack of belief in oneself will inevitably translate into becoming a self-fulfilling prophesy. When networkers lack belief in their inevitable success, their energy communicates this missing element loud and clear to prospects and team members.

> ***Lacking belief in oneself and low self-esteem are the number one reason why people fail to succeed in network marketing.***

As with any type of sales occupation, to get to the “yeses” one must be willing to plow through a far greater number of “No's.” Those lacking self-esteem have a tendency to take rejection personally. Instead of embracing the belief that network marketing is simply not for everyone, they instead misinterpret their prospects’ objections to mean that there must be something wrong with them. Many lacking sufficient self-esteem fear being invalidated so they don’t prospect anywhere near the numbers required to achieve the success they desire. They opt for doing what is convenient rather than what will lead to the results they hope for. They choose looking good or being liked instead of risking rejection. When they fail to encounter immediate success with minimal ineffective effort, they will likely use the evidence they have created to justify their decision to quit by saying “no one wants to do this!”

Not only do those lacking sufficient self-esteem tend to avoid the consistency (day in and day out prospecting) and persistency (rigorous follow up) required to be successful in this business, but they also tend to exude such qualities as doubt, timidity, low energy, lacking confidence, and diminished personal power.

Their self-doubt kills their charisma factor and attractiveness as a business partner and sponsor.

They self-sabotage by putting forth an energy and action level that is typically consistent with failure. They fail to master their new profession with the same educational commitment given to traditional professions. They then get to be right about expecting to fail and return to the resignation that characterized their lives before being introduced to their networking opportunity.

Those possessing a tarnished self-image also tend to falter in their ability to communicate cleanly and powerfully. Their presentations lack power and fail to convince others that they are successful and if their prospects join them in business partnership, they will be successful as well. Many are prone to taking things personally resulting in an unending sequence of upsets, broken relationships, and disappointments.

Top network marketing success requires personal leadership as well as the ability to champion others to step into leadership.

Leadership involves risk and the willingness to regularly stray outside one's comfort zone. Those lacking sufficient self-confidence to take these risks into unknown areas have a negative expectation for their futures. They expect to struggle and fail instead of realizing that they possess all the qualities required to breakthrough whatever challenges come their way. This expectation naturally becomes a self-fulfilling prophesy.

Many lacking self-esteem are driven to succeed. They compensate for feeling deficient in other areas of their lives by working harder and finding a place they can excel through their work. This provides them with a new focus where they can win but it doesn't fulfill their neglected needs in other areas like relationships, recreation, personal and spiritual development, health and appearance and their ability to lead balanced, fun, and fulfilling lives.

It's not that there is something wrong with finding a niche where one can be successful and feel good about oneself. However, many of those lacking self-esteem in other areas find themselves driven to accomplish, driven to prove their worth. Since business may be an area where they can shine, they neglect other areas to focus excessively on business.

For networkers, such a driven attitude usually results in fun being missing from their business building activities. If you are not having fun, you'll be far less likely to attract others to you.

Your prospects are already likely to be lacking fun in their 9 to 5 jobs, so why would they want to join you if your business is not fun and fulfilling?

Even if those driven to prove their worth do find success in building their network marketing businesses, since their actions are built upon the erroneous belief that they are somehow not good enough, somehow defective or unworthy of being fully loved and accepted, there is little lasting satisfaction in their accomplishments. It's as though they are climbing a ladder with the top of the ladder hidden high in the clouds. They think that if they can just climb high enough, they will surely be successful. They will have proven their worth. They will find satisfaction, happiness, and fulfillment. However, as they climb higher and higher, they never seem to arrive. There are always new goals and objectives challenging them to prove their worth. The more they achieve, the more they have yet to go. Try as they will, they never seem to fully measure up. Or, if they do, it is short-lived and fleeting at best. There is no arriving to the point where they find what they long for so badly — the peace of mind that comes from self-love and self-acceptance.

Because the foundation of their ladder is grounded on quicksand, they often find themselves sinking as rapidly as they climb. In fact, from their perspective, they will never reach the perfection they seek so badly. They will always find evidence to highlight their flaws and reinforce their fears of being unworthy, unlovable, defective in some way.

The message of *The Self-Esteem Book* is simple.

> ***No one needs to settle for failure and a dimmed existence due to a lacking sense of self-worth.***

Most people either make up or buy into thoughts that there is something wrong with them, that they are somehow inadequate, not good enough and not worthy of being loved and accessing all the good things that life has to offer. If they are willing to examine their past to get to the source of their resignation and diminished self-esteem, they can reinterpret what happened to them in such a way that they can heal the past and eliminate the constant barrage of negative self-talk while making a conscious decision to live their lives from a decision to strive for excellence and contribute to others.

By developing a firm belief that they can impact people and the world around them and that they are, in fact, very worthy of receiving life's blessings, they will manifest happiness and fulfillment. Network marketing

is all about empowering others to shine and become successful. It provides endless opportunities for personal development and escaping the traps of low self-esteem.

In addition to the cost of never finding true happiness, long-term fulfillment, or peace, lacking self-esteem impacts network marketers in many other ways. For example, by not getting to the source of their self-esteem issues, they sacrifice their personal power, their ability to best pursue their life purpose and fully manifest their gifts in the world.

> ***If our energy is spent by being preoccupied with our weaknesses or being incomplete with our past, we can never be fully present to today and so we sacrifice our true potential to bring about the sort of results we desire.***

Our relationships suffer as we will misinterpret the words and actions of others in a way that invalidates us and has us feel badly about who we are. We may be so driven to prove we are good enough that we sacrifice our personal effectiveness and charisma by focusing on ourselves and our deficiencies rather than on the wants and needs of others. With such a misdirected, selfish focus, can we wonder why no one wants to do our business? We fail to get into our prospects' shoes and discover how our company, products, and income opportunity might contribute to their lives. We are more concerned with getting them to do what we want than on contributing to them in some way that is meaningful to them.

We may play small and hide out in social situations or whenever the possibility of looking bad or "being found out" comes up for us. Or, we may overcompensate and turn to workaholic tendencies out of a desire to prove our worth to others or to ourselves. Because of this misdirected focus, we trade our ability to impact others maximally and to best contribute our gifts to the world.

The answer to escaping the vicious cycle of lacking self-esteem, diminished confidence, and the never-ending, frustrating quest for

fulfillment lies in the 3 step process as laid out in detail in *"The Self-Esteem Book."* The process starts with healing one's past so that it no longer robs us of energy and consumes our attention. Once the pull of past ghosts is complete, we can then turn our attention to properly analyzing our present state of affairs. We can identify what's working in our lives and what's missing to support living an upset-free life in choice, a life that honors our most important values and inspires us to live passionately.

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It offers us the ability to create a compelling vision for our lives, design an action plan to achieve the personal and financial freedom required to realize that vision and grow in our love for ourselves and others along the way. It can provide us with a magic wand that allows us to be our best and have, do, and be everything we ever dreamed possible. We can take that magic wand that is our birth-right, wave it over our lives and design our future deliberately. We can choose to do so in a way that excites us, as we cast off that gloomy state of low self-esteem, unhealthy resignation and self-pity that no longer supports us. As we build our network marketing dynasties, we can live with the intention to honor our God-given magnificence and lead happy, fulfilled lives that fully contribute to others as we share our gifts with the world.

Dr. Joe Rubino is an internationally acclaimed expert on the topic of self-esteem, a life-changing personal development trainer and success coach and best selling author of 9 books and 2 Audio sets on topics ranging from how to restore self-esteem, achieve business and network marketing success, maximize joy and fulfillment in life, and attain breakthrough productivity in business. An acclaimed speaker and course leader, he is known for his groundbreaking work in

personal and leadership development, building effective teams, enhancing listening and communication skills, life and business coaching and optimal life planning.

Dr. Joe offers powerful personal and group coaching to support business success and life fulfillment. To contact him, call 888-821-3135 or email DrJoe@CenterForPersonalReinvention.com. Learn more about his life-changing work in championing people to restore their self-esteem at http://www.SelfEsteemSystem.com and receive the free insightful audio program "7 Steps to Soaring Self-Esteem" and a 1 year subscription to "The Success Achievers' Club"…a $129 Value!

His best selling books and audio programs are available in 19 languages and in 48 countries.

His personal development titles include:
• The Self-Esteem Book: The Ultimate Guide to Boost the Most Underrated Ingredient for Success and Happiness in Life. Visit http://www.SelfEsteemSystem.com for more information.
• The Success Code: 29 Principles for Achieving Maximum Abundance, Success, Charisma, and Personal Power in Your Life
• The Success Code, Book II: More Authentic Power Principles for Creating Your Dream Life
• The Magic Lantern: A Fable about Leadership, Personal Excellence, and Empowerment
• The Legend of the Light-Bearers: A Fable about Personal Reinvention and Global Transformation

Dr Rubino is the CEO of The Center for Personal Reinvention, an organization committed to the personal excellence and empowerment of all people. He has impacted the lives of more than 1 million people through self-esteem work, personal and group coaching, and personal and leadership development. Dr. Rubino was featured on the cover of Success Magazine and in their cover story, "We Create Millionaires" for his ability to impact people's lives. He is one of the world's top network marketing trainers and has authored four best selling books on this topic. He is a certified success coach in life planning technology and the co-developer of the life-changing course, Conversations for Success, a program that provides participants with the tools to maximize their self-esteem, productivity and personal effectiveness with others. His vision is to personally impact the lives of twenty million people to be their best and to shift the paradigm around resignation - that is, that anyone can affect

positive change in their own lives and in the lives of others - if they believe they can.