CREATING | LEADERSHIP | MONEY

How Can I Earn More Money?

It's never the issues of money, it's an issue of having a strong enough story

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What does it mean on a personal level, and how does it fit into the future growth of network marketing and business building? I look forward to your input on next month's topic.

Outcome Vs Income

The Network Marketing industry has built its entire compensation structure on being rewarded for moving product and teaching others how to do the same. Now there will be many that say, "its about helping people." Well that is true, the reality is that unless the company's product or service is purchased, there is not "earning"

So let's take a look at which you are focused on. Income – The amount of money you can generate during each pay cycle. If you are someone that logs into your back office to see what your next check will be, well you are without a doubt tied to income. The question is, "What had to happen to drive that income?"

> ***If I could be so bold as to suggest you may want to look at OUTCOME, meaning do you know why that income was generated, as opposed to how?***

Take a look at this Magazine, a year ago when George said he was going to give it away for FREE... people thought he was crazy. Well that sometimes happens when you switch from Income to Outcome.

So how do you earn money focused on the outcome? It's quite simple really. When people join you in business either as a customer or as a

business member, do you know what their desired outcome is? We sometimes call it a “Why” in our business.

> ***The more you know about what they want, the better the chances you have of keeping them on target with their outcome, and if that makes “cents” it will make dollars.***

What’s your outcome? Who knows what your outcome is? Is it engaging enough that others will want to participate in it? It’s never the issues of money, it’s an issue of having a strong enough story, either your own or someone else's, to follow. Know your outcome, your story and as you learn to tell it better and better, watch your income.

If you want to Earn Income in this business, find a corporate job; if you want EARNED income, go do the work, tell the story, know your outcome... and the money will come.

You will see this year a shift take place in the training side of this industry, one that really begins to tie people to their personal goals. In 2009 there was so much talk about how you can generate income using this model and the result is that many did not reach even the smallest goals. There are some companies that did a great job at getting checks into the hands of their members, many could not and did not. They had people focused on the income and not the outcome.

> ***Watch as you see more trainings focusing on the person and the purpose, and less on the volume they generate.***

Your friend and student,
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