GETTING STARTED | GOALS | THINKING

Crush What

Balance is the way to success in anything we do!

by **Sue Seward**

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Thank God for Network Marketing and residual income because during some serious health challenges these last two years during which time I was not able to work, sometimes for months at a time, the residual income never stopped coming in. The reason for this income continuing to come in was from working really hard those first 3 to 5 years and because of never giving up when the going got tough!

Here's a funny little personal story that happened recently -

Several months back I got some wild hair idea to decide to look for a JOB! I know I know!! Must not have been thinking straight, brain fog perhaps?! Probably from going stir crazy after being laid up for so long at home, moving to a new house way out by the lake with no friends so thinking heck, maybe I'll look for a SALES commissionable job where I can be out in the public networking and make some connections with other business leaders right?

There was a sales job on Craig's List that looked interesting and the local office was close. Then I had to write up a resume. Geez, it's been a long time! Have not been on a JOB interview or had a JOB as an employee in over 17 years, what am I going to put on that dang resume?!

Well, I did put together a resume highlighting all my experience of the last seventeen years and guess what that experience was? YEP, you guessed it! Network Marketing leadership, training, writing, speaking, team building and online networking experience and of course the career income for the last twelve years I've developed in this awesome profession!

Soon as I dropped the resume off in person to the receptionist, 10 minutes later my cell phone rings and it's the lady manager calling me for an interview! I thought dang; I'm pretty good at writing a resume!

Then I thought OH ---ohh now I gotta really go on this interview! What do I wear?!! I thought oh well how hard can it be? I'm an experienced networker right?! Let me tell you, when I got in there to that office, it was like being a fish out of water!

As I sat there in the HOT seat during this interview, thoughts were swirling in my head of a ball and chain going around my legs! This person was very controlling and dominating and made it quite clear that SHE was the boss! Thoughts of being in the rat race were racing through my head. This job thing was definitely not my cup of tea! Talk about being out of your comfort zone!

Oh I was my usual smooth out going networking self all right, asking her lots of questions. You know getting to know her, networking like we all do. She didn't seem to like it very much that I was in control of my own life. So what in the world was I doing sitting in there like an employee waiting to be told when to jump and how high?

Suffice it to say I could not wait to get out of that office and thought thank GOD for my Network Marketing business as I RAN out of there with my hair on FIRE! I don't need this job and I'm not interested in being another rat because I've built up a great business that gives me the freedom to choose! What the heck was I thinking?! A momentary slip in judgment? Was this a wakeup call to show how good we actually have it in our profession when we work hard to make it happen and never give up until it does? And what about all those people out there that don't want to be rats anymore? How can we help them gain their freedom too? How we gonna accomplish this if we're just another rat?

Sometimes we have to go take a peek at the other side of the fence to realize what we have right on our side of the fence don't we?!

No JOB for me baby! Instead the plan now is to get out and start local business networking just like years ago. Also looking forward to learning some good stuff from Gary Vaynerchuk's book '*Crush It'* and becoming a more solid servant leader in the Network Marketing profession. **Servant** being the operative word.

When you're building your Network Marketing Empire, be sure first of all to give family quality time!

This is one of the #1 rules Gary mentions in the chapter from his book listed on Amazon. I've learned this lesson the hard way branding online and developing a full time career income in the Network Marketing profession for the last thirteen years.

I decided to read Gary's book to find out what it's all about. Sometimes we get so into 'crushing' mode that we tend to crush the people we love the most. That happened with my own family so I'm speaking here from experience.

In the beginning years of building a business online I was so focused and passionate about one thing and that was to work very hard to create a career income in Network Marketing and do it by branding online. There's absolutely nothing wrong with being passionate and it's one of the reasons for my success and the success of many others in our profession.

There's a price to pay however and for me it was putting my family and close friends on the back burner for years while I was developing a career! We all know too that this can happen in any career a person is intently focused on building.

Time can never be gotten back gang! Once it's gone it's gone forever. Our children are only young ONCE! We may only get one chance to share something with a spouse or a friend that is precious.

Crushing it is a good thing and being passionate is too as long

as we are not crushing others to get where we want to go and get what we want when we want it.

This can be a difficult lesson to learn. There are plenty of divorces to prove it. Fortunately I've not experienced a divorce. I do know for a fact though it has happened for many others in our profession because people may not have put their family first and decided to crush it to the max no matter what or who gets hurt or stepped on in the process. There's a difference in crushing it and becoming **obsessed** with crushing where other people are affected.

Gary even mentions family as top priority! It's also not just a matter of loving them and giving them money and material things.

We've got to give them our time, quality time meaning our whole attention when we're with them!

That means when we're with them we are with THEM, not our laptop, our blackberry, our blog, our videos, our emails, our conference calls, or our business.

It's a hard thing to do when we become obsessed with constantly being at the top no matter what the cost or damage it causes anyone else who gets in the way of us obtaining our income goals.

This happens when we crush others along the way to get to the top because of intense focus on self and our own passion. This focus can sometimes turn into an obsession with getting to the top no matter what and anyone who gets crushed along the way becomes road kill on the super branding highway!

We start telling ourselves it's ok, others got in our way, they were just not passionate enough, they didn't get it and do not deserve our time or they do not deserve to be at the top because they are not as focused as we are. Besides its important to be number one no matter what, that's the goal because of passion we tell ourselves. This can turn out to be a deceptive lie when other people are crushed along the way, especially

our own families and people who are in our downline which we also sometimes refer to as our family.

Any time a person has to take away from another person to stay on top people can be crushed along the way and this is not right no matter how we rationalize it. Eventually what goes around comes back around and that's eventually how the cookie crumbles! Remember it can get very lonely being the only one at the top.

Balance is the way to success in anything we do!

It's great to be passionate about what we do, help others too along the way that sincerely WANT our help, put our family first, fall in love with what we do meaning – being a servant leader who's available to help others get and stay at the top income level.

Besides it's also much more fun at the top with family and a bunch of encouraging friends and colleagues there with us on the beach right?

Sue Seward is a wife, mom, entrepreneur who has developed a full career income from home online since 1996. She teaches people how to develop valuable connections online and turn them into lasting relationships for long term business profits. She is also a public speaker and published author of numerous print and electronic articles as well as coauthor of the book 'Build It Big: 101 Insider Secrets From Top Direct Selling Experts'. For more business building training online and to subscribe to Sue's free online eCourse visit http://www.eCommerceHomeBiz.com