ACTIVITY | LEADERSHIP | SKILLS

Activity Matters Most

"Network Marketing's Three Rules of Three."

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Surveys have always fascinated me... Ask a few hundred people how they feel about this or that, and you can presumably understand the mindset of an entire nation! Indeed, polls are conducted daily to determine how we feel about politics, why we purchase certain products, and even what we watch - or don't watch - on TV.

All of this sampling got me thinking one day about the Network Marketing business we're in... For example, if you were to survey those already in the business, what would you ask them? What insights should they provide? And could any of this gleaned information be valuable to you?

Consider the following, and you decide...

Years ago I discovered that those who are deemed to be Masters in this "Networking thing" understand three simple truths about the business. Although you might hear these truths expressed somewhat differently from leader to leader, the underlying facts remain the same. For purposes of our discussion, we'll refer to these truisms as, "Network Marketing's Three Rules of Three."

1. Know The Business You're In

Network Marketing is about three things:

a) Finding People to talk to - Prospecting.

b) Talking to the people you find - Presentation.

c) Teaching others to do the same - Duplication.

2. Understand The Rules

Regardless of how you present your business:

a) Some people decide to join - Some Will.

b) Some people decide not to join - Some Won't.

c) Some people decide not to decide - So What...

3. Get Better At The Game

Because everything in life is about who you become:
a) Work more on yourself than you do on your business.
b) Again, work more on yourself than you do on your business.
c) And again, work more on yourself than you do on your business.

I share this with you because for years leaders have been searching for a simple, highly duplicatable MLM system that new distributors could use to more quickly achieve success. And the most interesting part is, I now believe we've been overlooking the obvious for decades...

If it's true that in order to grow the organization, we need to contact people, involve them and teach them - and we do...

If it's true that Some Will, Some Won't, and So What are all good things - and they are...

And if we really need to be working on ourselves - our personal development - more than we work on the business...

Well then, what could possibly be this simple shortcut to success?

To find the answer, conduct your own personal poll.

Take your census of the top 25 successful leaders in your company. Call them, text message them, or e-mail them - whatever it takes for you to get together long enough to ask three questions:

1) How were you introduced to the business - audiotape or CD, videotape or DVD, or through some event?

2) How would you describe the skill-set of the person who sponsored you?

3) Once you were introduced to the company, how long did it take to decide you wanted to do this business?

That's it!

And in case you're interested, here's what I've discovered...

Question #1 could easily provide you with 25 different answers, especially if you ask which audiotape or CD, videotape or DVD, or event they

attended. Question #2 again, will probably provide a plethora of answers from talented to tolerable to terrible. Question #3 however, is the all-important key to your survey.

Because what the answers to this third question will reveal, are that leaders who make the most money in our industry - regardless of how they were introduced, and regardless of by whom - for some unexplained reason they "got it" and they "got in" right away... Those who build the largest organizations - same thing - they "got it" and they "got in" right away.

> **And best of all (pay close attention here, because this is your simple shortcut to success) those you have yet to meet, those unnamed individuals destined to become leaders, they'll "get it" and "get in" right away too - almost regardless of what you know, say, and do - if you will just expose them to your business!**

Imagine that! Activity matters most!

The beauty of this overlooked shortcut to success is knowing that in the beginning what you lack in skill, you can actually make up for with activity! Combine that belief with a proven MLM system for contacting new prospects, and your company's next great "Triple Diamond Star Fleet Commander" could easily be sponsored by you - again, regardless of your current level of expertise!

Now I'm not suggesting that you skip mastering "Network Marketing's Three Rules of Three." Quite the contrary. Just because those fortunate few movers and shakers "got it" and "got in" right away, is no reason to miss sponsoring the masses who want to know everything about everything before they're ready to begin.

Therefore, if you truly desire to prosper long-term in this business, immediately begin to weave the golden thread of activity throughout your business tapestry - known to all successful leaders as "Network Marketing's Three Rules of Three" - and not only will you have an excellent chance of sponsoring that next mega superstar - you'll be able to keep them.

So what are you waiting for? Get something about your company - product, service, or opportunity - into the hands of your friends, family, and business associates right away.

All the best,
MSC

P.S. If you'd like to get a little better - sponsor more prospects *and* develop more leaders - then ***The Ultimate Success Pack*** has everything you'll need to turn your part-time home-based business into full-time income *faster* than you ever thought possible! Here's why >>>

In addition to over 50 published articles on the subject of Network Marketing, **Michael S. Clouse** is the author of: Future Choice, Learning The Business One Story At A Time, and Building A Better Life.

Certified as a Network Marketing Professional by the University of Illinois at Chicago, Michael is an experienced success coach and a dynamic educational speaker.

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