PROFESSIONAL DEVELOPMENT | TAKING ACTION

What's More Important Thank Taking Action – This Day in the Life Account of Nearly Every Network Marketer Will Show You!

Lay out a plan to get the most done in your available time. Once you have that plan follow it to a tee, and let absolutely NOTHING allow you to deviate from that plan.

by **David Feinstein**

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Have you ever wondered why you haven't seen the success that you have set out for with your home business?

Are you often left at the end of the month scratching your head wondering what it is that you're doing wrong when it comes to success… because you're not actually seeing any!

Well if you are I can *almost* guarantee you that I know what you're #1 biggest problem is. How could I be so sure? Because after over 2 decades in this business, I've seen the same thing over and over again so many times it would make your head spin.

So what's your problem? It's very likely that you're not taking *enough* ACTION to truly see the results that you actually want to see.

If you feel like you are taking action then very likely you're not taking the right type of action. And you're probably not taking as much of it as you think you are anyway.

Let me just say this… YOU'RE NOT ALONE! Not by a long shot. Most people don't take action at all. In fact the only action most people take is a) complaining about their lack of success and b) looking for the next get rich quick scheme.

These are often the same people who leave our wonderful industry and badmouth it like crazy, spreading ill will for our well being. I'm not whining here but it needs to be said that these are the exact people who actually make it more difficult for you and I. But that's fine; I like a challenge!

Why You Feel Like You're Running In Place with Your Network Marketing Business…

"A Day in the Life of a "Busy" Network Marketer"

Unfortunately there are a huge number of people out there with tremendous intentions, who think they're taking action, yet aren't really doing anything to grow their business. These are the people who are busy, busy, busy…doing nothing. Are you one of these people?

Here's what happens…

You've got 2 to 3 hours at night to run and build your business after work. So all day at work you're sitting their thinking about *how you can't wait to get out of work, get to your home computer and start working on your business... so that next year at this time you won't have to be sitting here like this...ticked off at the boss.*

So you get home, kiss the spouse and the kids, pet the dog, grab a beverage and go sit at the computer. You've got 2 hours and you're going to make it count right?

As soon as you sit down you log onto your computer. Once your computer loads up you check your email. *Whoa wait I've got to answer this email from my old college buddy you say. Ooh someone responded to my ad on Craigslist for the dining room table we're dying to get rid of. Darn it, they need a picture in another format. Ok I'll just do this really quick...*

So before you know it 30 minutes down the drain…. Okay an hour and a half, *let's make this count*.

You log out of the email, and log into the back office of your MLM opportunity. *Gotta look at that downline tree again tonight even though I know I saw it last night... and I actually really didn't do anything to sign anyone else up. But let me just take a quick look anyways in case...*

Nothing! Well makes sense because I haven't even talked to anyone! Heck where are my sample packets even for when I do talk to people? Hmmm great idea let me find those...

Uh hem… Another 30 minutes down the tube because along with your sample packets you needed to find your business cards, and those brochures. They're all nice and stacked up on the desk now. Perfect! *Ready for action tomorrow with those babies*!

Crap, 1 hour left and then gotta hit the sack. Have a big meeting tomorrow morning. Let's make it count!

So what to do? *Well I have those leads that I bought a month ago; they might still be looking for an opportunity. What should I say to them? Hmmm, I had a script here somewhere that I bought from Dough Firebaugh, let me find that!! Ok found it now let me just read through this and get it down pat! Shoot only 40 minutes left to call people.*

Which one of these people should I call? This sounds like a nice name. Wait its 9:20 where does she live? Oh wait she's here on the East Coast too. Let me find someone from the West Coast. Great! Found one… Let me dial him up. No answer! Ugh…it must be dinner time there right now. Never mind, tomorrow I'll start with this so it's early enough.

YAWN.... You know what, it was a tough day…let me just check out the backoffice again and then call it a night. I think "The Office" is on right now.

So… sound familiar? 2 hours down the tube and quickly right? But you certainly were BUSY checking email, getting samples and marketing material ready to hand out, and calling that 1 lead. Whew!

Here's the deal. You're not doing anything what-so-ever to build your business. Nothing that counts anyways! You've got no priorities and no

schedule and that will cost you years and years of frustration if you don't change.

> **Sure taking action is hugely important…but what's more important is that you take the right type of action. That means the type of ACTION that makes you money and gives you results. This means instead of finding your packets that you start off by handing them out.**

Instead of checking the backoffice… forget about it until you're signing someone up back their. And emails… if you're emailing someone it better be your list of prospects about your opportunity!

What to Do As Soon as You're Done Reading This…

You MUST get on the phone with your most successful upline member, and ask them what the most important activities are that you can do in your short amount of time of 2 hours a night (this actually is plenty of time to create a thriving business). Ask them to help you lay out a plan to get the most done in *your* available time. Once you have that plan follow it to a tee, and let absolutely NOTHING allow you to deviate from that plan.

I can *almost* guarantee you that you'll start seeing results much *sooner* than later!

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his

business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way" to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of*

more than 65,000 people in 40+ countries around the world.

Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.

The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."

They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."

Recorded interviews and Videos:

John Fogg interview--
http://themastermindsessions.com//AudioFulls/051709_AnnDavidFeinstein.mp3

David Feinstein—Are You An Online Marketer Video…
http://www.sowhatsallthebuzz.com/all_the_buzz/david-feinstein-on-stage-are-you-an-online-marketer

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