COLUMN | TAKING ACTION

Commitment

Gain a competitive advantage by honoring your commitments and staying committed to your goals.

by **Debbie Madiou**

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We are in the second month of the year. Most of us start strong, but what does it take to keep the momentum going?

Commitment. A business coach once explained commitment to me this way. “Say there was a fire in your home and your kids were on the other side of a brick wall.” “Would you say there is no way to get through to them, and give up?” Of course not!

That is commitment, when you never stop reaching for your goal. You can change strategy; you can change direction, but always stay committed. Commitment unlocks the brain to imagine, creates vision, and gives us the tools to turn our dreams into reality.

What would happen if you gained a competitive advantage? You can achieve this by consistently doing what you say you will do. So many people do not honor their commitments that if you do you will be appreciated and you will be kept in mind for future business and lasting relationships. By doing this over and over again, it will help distinguish you from other people that run at the first sign of a new opportunity or problem.

So this year gain a competitive advantage by honoring your commitments and staying committed to your goals.

Debbie Madiou

As of May 2010 **Debbie Madiou** has accepted the position of President of The Network Marketing Magazine, taking over the day to day responsibilities from George Madiou, the CEO and founder. This is an exciting move for the magazine because with over 100,000 members of The Network Marketing Magazine, Debbie will be able to spearhead new benefits to our members continuing with our mission statement of helping ALL networkers, world wide, to gain hope and freedom through their home-based business in the network marketing industry.

Debbie has been a leader in the Network Marketing industry for years. Debbie also brings experience in successfully running the operations of a number of businesses in the non MLM world. We are excited to have Debbie Madiou at the helm of The Network Marketing Magazine as we enter our next 5 years to reach and serve our goal of over 1 million networkers.