RELATIONSHIP | PARTNERSHIP | LEADERSHIP | PERSONAL GROWTH | PROFESSIONAL DEVELOPMENT

# Relationship, Friendship, Partnership & Leadership

*Network Marketing is all about Personal Growth, because it is a Shipping & Receiving business. It's Relationshipping, Friendshipping, Partnershipping and Leadershipping, and when you do those well and rightly, you Receive (amongst many other things) a check. The better you are at all that "shipping" the more receiving you'll get to do and the bigger your check.*

by **John Milton Fogg**

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I'm on a jag… a tear… a recurring rant. I keep coming back to this one idea and simply cannot get it out of my head. Day and night/night and day…. It's like that - just like that - like that over and over and over silently sung song that the singer with-in will not stop singing!

It's maddening.

## R is for Relationshipping
## F is for Friendshipping
## P is for Partnershipping
## L is for Leadershipping

(Me quoting myself and I…)

> "As Network Marketers, you're in the Relationship business. That's what you do for a living— you create and maintain Relationships. In this business, that's JOB #1. And as I've said before, you grow those Relationships into Friendships. When you take those Friendships into Partnerships, we call it Sponsoring. Then you transform your Partnerships leveraging them into tens,

> hundreds, even thousands (if you're very good) more Partnerships to create a Network Organization and you do that with Leadership."

So tell me I'm wrong.

Okay. Fine. You're coming along great with your life-coach (therapist) and you don't do that anymore.

Okay then. Tell me I'm "mistaken."

I mean, prospecting is all about getting into Relationship— yes?

Gotta" be. Build rapport. Ask questions. Reveal their dreams and aspirations— their why. Person to person. Mano a prospecto. Like (or as) I said, Relationshipping.

## Network Marketing IS the Relationship business.

I know I've got this first one right.

Any argues from you…?

Good.

### Friendshipping:

(Just to let you know, I'm sure this is right, too. And I do so love being right.) <smile>

If you were opening a restaurant business or beauty salon or bike shop, who would be your first customers? Think way back— MCI: friends and family— right? (Family; friends by virtue of birth.) We want our customers to be our friends. We want our prospects to be our friends. We want our distributors to be our friends. What are you doing; recruiting your enemies, hated high school history teachers, wicked Stepmothers?

Nah.

The only reason to approach those strangers in the cold market is "cause you've run out of friends— or they've run out of you. Hey, no more friends… NFL, no friends left? Get new ones.

This is Network Marketing. You don't have to work with people you don't like. You do not have to prospect and sponsor people you don't want to. And you really only want to walk the beaches of the world with people who are your friends- don't you?

Yeah, Friendshipping is right, too.

(Told ya'.)

### Partnershipping:

Prospect: "Why are you asking me all these questions?"

Prospector: "I'm a Network Marketer. Keeping my business successful depends on finding bright, ambitious, caring and sharing, authentic and exceptional people and having them become my new Business Partners. I was trying to find out if you were one of those people."

Once you've made a Friend of someone it's easy to offer him or her the opportunity of Partnership. "Hey, friend. Will you take a look at my business and tell me what you think?"

And you cannot succeed in Network Marketing without a whole boat-load of Partners- customer/partners, your upline partners, downline, cross-line, all the guys and gals back at the home office… in partnership with you.

## Network Marketing is the least do it yourself business in the world.

You simply can't— do it yourself— here. Go ahead; sponsor you and you sponsor you and you sponsor you…. Partnership, and lots of ‘me, is and are required.

### Leadershipping:

Now nobody's gonna" argue with this one. Speed of the Leader, speed of the pack; Leaders showing the way; Leaders on stage getting awards; and on it goes.

Yup, Leadership is in there like Prego (used to be).

## Relationshipping, Friendshipping, Partnershipping and Leadershipping.

What else is there…?

## Relationshipping, Friendshipping, Partnershipping and Leadershipping.

Really, what else do you do? What else do you teach and train your people to get out and get good at but these four things?

They're Network Marketing's Four Horseman of the Acropolis… or is it Apocalypse … Okay. Fine. It's Notre Dame.

## Relationshipping, Friendshipping, Partnershipping and Leadershipping.

That's why Personal Growth and Development gets such center-stage attention in this business. It's how you have people get good at all this shipping stuff. And they've got to get good at it and you've got to get good at it, because….

(Again, I quote me:)

> "Network Marketing is all about Personal Growth, because it is a Shipping & Receiving business. It's Relationshipping, Friendshipping, Partnershipping and Leadershipping, and when you do those well and rightly, you Receive (amongst many other things) a check. The better you are at all that "shipping" the more receiving you'll get to do and the bigger your check."

That's just the way it is.

NOTE: I wrote this 15 (+ ?) years ago. A way B4 Web 2.0. Funny how the game has changed so much, but some things… <smile>

**John Milton Fogg** is an author, editor, speaker and coach. His books and audios have sold over three million copies worldwide.

He is the founder and former Editor-in-Chief of the highly regarded publication Upline®... was a Contributing Editor to SUCCESS magazine... the founder and former Editor-in-Chief of Network Marketing Lifestyles magazine... founding editor of Networking Times... the founder of GreatestNetworker .com... co-founder of TheNetworkMarketing Magazine.com and is the creative force behind TransformingMLM.com. You can connect with his writings on a regular basis at TheFoggBlog.com and learn more about what he is up to by going to http://JohnMiltonFogg.com

John is the author of the best-selling industry classic *The Greatest Networker in the World,* which has been read by more than two and a-half million people around the world and he has edited and contributed to far too many books to be mentioned here.

He has spoken around the globe, through out Canada and the United States, in Australia, China, Costa Rica, Crete, Iceland, India, Indonesia, Korea, Malaysia, New Zealand, Russia, Singapore, Trinidad and the Ukraine.

John is married to Jekaterina (Katyusha), has a daughter Rachel 28, son Johnny 23, daughter Eleonora Milena (Ele) who's 7 and Anais Polina (his 'last child') was born in March, 2006.