COLUMN | MONEY

Money as a Measure of Success

What if money is a measure of how well you're using your potential in your business?

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Let's not kid ourselves... MONEY *is* a measure of your success in business. The purpose of a business is profit.

Money is *not* a measure of your potential or even the potential of your business... your potential is unlimited, but it is a measure of how well you're *using* your potential in your business. Oh... it's not a perfect measure, yet it can be a fairly accurate measure. Like it or not we can, and do, measure success in dollar signs. The Realtor or the Car Salesman who sells the most is considered the 'most' successful. The company that makes a healthy profit is considered a success. And the fundraiser who raises the most funds is a success.

For clarity... I'm not suggesting money is by any means a measure of your 'happiness' or even 'satisfaction'... what I'm talking about here is your ability to be fully productive in your business, as measured in dollars... because dollars are the most accurate way to measure your success in business.

Money is how you can know the impact of your business.

It's well and good to talk about the number of customers you have on your list and the number of partners in your downline... but it's the number of people *actually buying and selling* your product, as measured by dollars, that lets you know the real affect of your business.

This is GREAT news! A mentor of mine once told me that you have to have 'single, specific, measurable goals' if you want to know clearly what direction to move. And money is a “good measure” to measure your

success. With it, you can work to improve yourself... you can use that measure to determine your impact. Without a 'good measure' how do you know that you are making a meaningful impact? How do you measure improvement?

In other words, if you gave your (consumable) product away to millions of people for one year, then the next year you charged $50 for that same product but didn't make a single sale, you could assume your product didn't have a very large impact. You can use that money measure to make improvements, when the former measure, “product in the hands of millions of people” didn't give you any detailed, useful information.

Don't get confused here... I'm certainly not saying that any amount of money 'makes you who you are'... Instead I'm simply pointing out that money can be a useful measure of your success.

Are you using money to measure your success, to push yourself to get better, to make more connections, to build more belief, to listen in new ways? You should. Because when you do, you will have a way to 'measure' your impact on people and you and your business will grow in ways the you of today can hardly imagine.

Here's to your success!

Love & Money,

--Mary K

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EXPECT MIRACLES!

-If you're able to be yourself, then you have no competition-

The best thing about network marketing for me is that it asks... even encourages... me to seek out people who are willing to explore and share their dreams and vision. It gives me reason to invite people to share— from their heart— early in our relationship.

I love this because sharing dreams and clarifying vision puts us together in an energy that feels so good— so alive. It opens us up to take inspired action, which consistently results in greater and greater levels of success. What a joy sharing this kind of ride with others!
— Mary K.

"What I admire most about Mary K. is that she literally and figuratively incarnates one of my most treasured quotes: Dag Hammerskjöld's "To all that has been— Thanks. To all that will be— Yes!" She speaks about the joy of sharing this 'ride' with others. Mary K. IS the joy— to know and to work with."
— JMF

In addition to editing the articles for TheNetworkMarketingMagazine.com, one of the projects Mary K is involved in is contributing to raising vibrations through her blog, Downstream Parenting, *meeting your child in the vortex.* You can learn more about Mary K at http://mkweinhagen.com