

It's Who You Become

The most valuable thing of all about Network Marketing for Margie is... Who you become in the process and who you help other people become.

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Margie Aliprandi was so embarrassed by all the presents she got for Christmas, she would hide them away before her friends came over. Her young parents were lovingly devoted to her, and they gave Margie everything she ever needed and wanted. It was a good thing.

She was “spoiled ripe.”

Margie was a very happy child. But one thing her mother and father couldn't give her was a confident, out-going personality. Margie was very shy. When Margie was eight years old, her dad gave her a reel-to-reel tape recording of Russell Cromwell's classic “Acres of Diamonds.” She listened to it for hours on end. And she fell in love with personal growth and the idea of being the best you can be.

In the eighth-grade Margie gathered the courage to try out for cheerleading. Her mother pushed and Margie's own motivation pulled. She made it. That effort set a pattern of achievement she would repeat throughout her life.

Margie blossomed in high school, maturing into a warm, loving and outgoing person. “Still not overly confident,” she says, “still not in my full stride, but pretty grounded and with a strong sense of purpose.”

Margie went to Brigham Young University for a year before transferring to the University of Utah. She was deeply involved in music and drama.

Straight out of college, Margie became a junior high school music teacher.

Margie married and had her first child, Shaun, two weeks before school started. She would run over to nurse him on her lunch break. Three months into that first year of teaching, Margie was pregnant with her second, Nicole.

Margie loved teaching. She loved the music, the kids. She did NOT love the routine or anybody telling her what to do. On her first day back after Christmas vacation, she dropped Shaun off with his grandma and cried all the way to school, sobbing, "I don't want to do this anymore."

Margie quit teaching after that first year, had her second child and a couple of years later, there was a third, Todd. During that time she was doing some acting; spokesperson work in television commercials. It was good money— way more than she made teaching. It wasn't consistent, but it was a great supplemental income for a stay-at-home mom.

Margie had been married seven-plus years when she decided it was the right time to move on. It was a difficult decision and a difficult time for her: Single mom, three little kids, not wanting to lose the home she'd moved into recently. Margie reluctantly signed a contract to go back to teaching music.

A few weeks before school started, Margie met the company where she would become a multi-millionaire. But first, Margie would need to overcome one minor challenge: She *hated* the idea of Network Marketing.

"My whole adult life people had been hitting me up about Network Marketing," Margie said. "They'd tell me, 'Oh, my gosh, you'd be perfect at this,' and 'You're custom made for this business.'" Margie's dad was involved with an MLM company and he knew that with her drive and vivacious personality Margie could be a star in the business. But when he invited her to join him, her reply was...

“I’d rather clean toilets for a living. I’ll never do Network Marketing!”

What changed?

One of the spokesperson jobs Margie had done was for a nail-gel system that gave women beautiful salon quality nails in the comfort of their home for a fraction of the price. She’d done all their promotional videos, used the product herself and loved it.

The company was a fledgling networking enterprise with 13 or 14 products doing about \$28,000 in monthly sales, but the founders knew the nail system was a knock-it-out-of-the-park product and they wanted Margie involved.

“If there ever was anything I could sell, this would be it.”

She canceled her teaching contract and jumped in with both feet. There was nobody to teach Margie what to do, but she did enough things right and the business began to grow.

“I remember my very first meeting,” Margie says. “I invited a bunch of people. Four came. Two joined. Right away I thought, ‘Ratios. I get it. You know; four people come, two people join. I’m going to double my efforts.’”

The next week she invited twice as many people, and no one came. So, Margie went to a movie. But the message was clear and loud: Results came from action. Want greater results— take greater actions.

She did trade shows. She talked to everyone, anybody who crossed her path. Margie would talk to the woman handing the food out the drive-through window, ask about what she was doing for her nails. “You’ve really got to see this product,” she’d say.

Things started growing very nicely— and no, Margie did not take off like a rocket. There were plenty of tough times.

Margie couldn't afford plane tickets, so she drove everywhere the business was taking her; from Utah to Louisville, Kentucky (1,583 miles) with 10 nail systems in the back of her Subaru wagon. And she went regularly to do meetings in California.

Margie couldn't afford to stay in hotels, so she'd stop in a well-lit parking lot, sleep in the car, wake up and drive to a gas station. She'd put in her electric curlers in the rest room, throw on a dress, some makeup, and go off to her meeting where she'd tell her prospects, "Hey, join me! We're going to make a million bucks."

Then exponential growth started to kick in. The massive action paid off. Margie had created some real momentum.

Margie had the vision that every single home in America was going to own one of her nail systems, and she and her team would be the ones selling it to them. Her business was based on volume.

"You get 10 of these and you get three other people to get 10, you're an executive and you're making this much money." The product was the vehicle, but the financial opportunity was driving the business.

Within a year, working exhaustively, Margie was making more money in one month than she could have made in an entire year teaching school. Two and a-half years later, at age 35, Margie had made her first million dollars.

When Margie gets firmly fixed on a goal, that's all she sees. She also has the ability to help other people do that for themselves.

There's simply no "quit" in her. Never has been.

Her first business trip to New York was a disaster. The taxi driver got lost and she arrived more than a half hour late to the meeting. The handful of people who hadn't left the stifling hotel room ranged from irritated to hostile. (Remember, these were New Yorkers.) Margie cut her three-quarters-of-an-hour presentation into minutes and just wanted desperately to be done and away asap.

She ended the meeting with a politeness she didn't really feel and invited people to stay and speak with her if they wanted. Only one man did— a

short, bearded, violin-maker from Connecticut with a thick Russian accent. He told her he had seen “the big picture” and was going to take the business to Russia.

It was all Margie could do to force a smile, pat him on the shoulder and say, “You do that... Good luck.” Then she got out of there as quickly as she could.

Within a few months, Margie began noticing Russian names on her downline report. Then more and more Svetlanas, Olgas, Irinas, Igors and Pisarevskys kept showing up. At the high point of her growth, Margie had more than 500,000 Russians in her organization. From that dreadful meeting in New York, Margie had sponsored a nation!

Margie’s resilience and persistence power combined with her love and caring heart for people— and her willingness to share her time in anything she could do to help them be successful— proved to be a perfect preparation for Network Marketing leadership.

In her 21 years— all with one company— Margie’s had her way ups and far downs. There were times when the corporation behaved very badly indeed. But she always saw them as a company of destiny: They had the right product, the right plan and the right mission.

When she had her fourth child, Ashley, Margie stepped back, determined this time— for the first time— that she wasn’t going to miss a moment of her child’s “tiny years.” Besides, she was exhausted. She’d endured all she could from the former founders of the company at that time, and although Margie loved them like family, it was time to pull away.

In those two years Margie was “semi-retired,” her residual income never fell below \$15,000 per month. Margie eventually came back into the business, but she uncharacteristically had her doubts. She wondered if she had the emotional stamina, the passion it would take.

Margie figured that if she could just help everybody that was making a \$1,000 make \$2,000, everyone that was making \$5,000 make \$10,000, just help them double their income, then she’d double hers. Within the year, Margie had done just that.

One thing Margie says..

“It’s easy to get into Network Marketing. The real question is, ‘What’s it going to take to get Network Marketing into you?’”

“You build your belief in yourself, in your company, in your product or service that you offer, and in Network Marketing,”

Margie says. “You grow that belief until it’s abundant, inviting, and just bubbling up out of you and you become a natural magnet to people.”

And Margie knows that belief requires proper perspective. Success rarely happens over-night. For the most part, you’ll want to give your business good, solid, massive action, and you’ve got to plan to do that for a few years. She urges people not to reinvent the wheel. Margie says it’s crazy when there are tried and true systems and tools in place. Just *use them*.

Margie loves the money and the freedom success in this business brings. She can’t even imagine working for somebody else. Margie loves being able to do what she wants when she wants. The lifestyle Network Marketing has afforded Margie and the amazing upbringing she’s given her children really are beyond her wildest dreams. And the richness of the relationships and partnerships her business has brought her are so incredibly valuable.

"I've been a part of helping people change their lives dramatically with both their health and wealth," Margie says, "I've helped to do that all over the world. My 'why' now is to do what I do, knowing what I know, and help people in the North American market with the same desire to become millionaires."

The most valuable thing of all about Network Marketing for Margie is...

Who you become in the process and who you help other people become.

"All the vacations that my kids and I went on, the house, the cars, they're all great, but that's not going to matter in 100 years. What really matters

is the growth. It's knowing that even if you were to lose it all today, inside you know that you created something great from scratch, and you called on yourself to do it, and you didn't let yourself down."

For Margie Aliprandi, knowing *that*, then helping other people develop that knowing *in themselves*, is the most valuable thing of all.

Margie found Acres of Diamonds in Network Marketing.

From [***The Greatest Networkers in the World***](#)



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

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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

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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.