DUPLICATING | LEADERSHIP | PROFESSIONAL DEVELOPMENT

Leverage & Duplication in Your Home Business

Put a system in place for your team to plug into and have their team plug into for duplication.

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1272 words | 5 pages

It's tough these days to juggle everything we have going on in our busy lives. Especially working women and/or women who run a business from home.

Women in particular usually have quite a bit of responsibility including taking care of the men in their lives, their children, their households, and with the baby boomer generation many may also be caring for elderly parents.

For the last sixteen years while building a home business and career in Network Marketing I've had to juggle family responsibilities, taking care of our household and also find the time for myself which is so important! Because if mom is stressed and maxed out then no one is happy right? Self-development and constant growth has been a major part of why I've had success over the years in my home business.

The point of having a Network Marketing business is to gain time freedom right? If we have no time to have fun and enjoy our life then we're not living much of a life are we?

So how can we balance our very busy stressed filled lives? Being able to delegate and duplicate ourselves is one of the

fundamentals of success in any business, whether it's traditional or Network Marketing.

This is a tough one for those of us with driven personalities. Especially for those who are self-employed. We want to do it all so it's done right.

It is rewarding to be a recruiting machine, to win all the awards and trips, make the most money, be the top income earner. Just remember this can also set someone up for doing most if not all the work and can cause burn out. Especially if all we're doing is putting out fires all day from too many people who have not plugged in, need way to much hand holding to start duplicating.

Your job is to make sure they get plugged into the proper training, 3/way calls, conference calls and other information they need to get set up. It's their job to do it. If they don't then it's most likely because they just don't have the motivation to own their own life. It all comes down to priority.

We're the messenger. Everyone is the captain of their own ship. It's up to them to accept the message and then run like the wind to make it happen.

We cannot do it all for someone no matter how much we feel it's best for them. They've got to want to become a leader.

I love recognition too and have a bit of a driver personality but I've also got a lot of the supporter type personality. In the beginning I was supporting and giving too much and often to the wrong people. It's what's called the Mother Teresa syndrome or more of a social worker.

Through continuous growing, learning and developing over the years, I've learned to balance more so that I'm doing a lot more delegating and developing the right business leaders.

So what's more important to you? Making a great income or having a great title? Title's are more like corporate America. They make you feel

important but can you cash that title at the bank? For instance, just look at the title of teacher? Teachers are very important and we certainly need them but do they make a great income? Usually not and that's really unfortunate.

In Donald Trump and Robert Kiyosaki's new book *'Why We Want You To Be Rich'* they mention the quadrants again that Robert talks about in his Rich Dad Poor Dad books. They mentioned that people in the 'B' quadrant or Business quadrant hire CEO's.

That means they delegate to their CEO leaders. How do we know who an excellent candidate for our business would be? These are the people we've surrounded ourselves with that we trust, the ones that show up and prove they are leaders. These are the only people we delegate too. These are the leaders we hear on every conference call, that attend events in their area and the company convention. They know what it takes to run a real business entity and they do what it takes to secure their family's future.

What you have to do in your Network Marketing business is find you a few serious CEO's to delegate to. You may need 10 or 15 serious candidates depending on your program. These are the CEO's of your business.

Surround yourself with top people who are really serious about building their business at all times. Not just people who talk about it but people who walk their talk. Having a team that duplicates gives you leverage.

Constantly be working on yourself and becoming the best CEO leader you can be and finding other like-minded people just like you. Learn how to clone yourself. Teach others what you do and then delegate to them to do the same. Learn to let go and see others get the credit too. They win and so will you. You'll make the income and you'll have leverage.

People who are busy doing all the work never quite leverage themselves. They are the ones doing all the sponsoring and not duplicating or cloning themselves.

Delegate around your household too. If you can afford it hire a housekeeper. Delegate specific chores to your kids and hire them to help you with your business. I hire my son to help me with administrative duties in my business. There are some great tax advantages in doing this too.

Make sure you have a separate checking account, debit and credit card for your business and hire an accountant to do your taxes. Someone who understands home business tax deductions.

Make sure you are leveraging tools effectively that help you save time.

For instance...

Autoresponders, personal websites, Group Mail, Email, Conference Calls, Recorded Calls, Sizzle Calls, business voice mail box. These are all tax deductible expenses for your business entity.

Then teach the CEO leaders you sponsor how to use them too.

Put a system in place for your team to plug into and have their team plug into for duplication.

If you do not have a system in place then find someone who does (usually your upline partners) and plug into their system, learn it, and then duplicate it by having your team do the same. This is what I've done for years and it's worked really well to provide the leverage to enjoy and own my own life. Hope it works for you too!

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