PERSONAL GROWTH | PROSPECTING | SYSTEMS

How Attractive are YOU as a Potential Business Partner?

Taking on the process of enhancing your personal effectiveness can only translate into greater success in building your networking business.

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Prospecting is a numbers game. How often have you heard this cliché? Well, it certainly is true that you must speak with enough people if you plan on winning the MLM game. But success typically goes way beyond the numbers. Have you ever wondered what separates those who can speak to 20 prospects and enroll 15 of them from those who can prospect 200 without ANY success? The answer lies in the energy we give off that either is attractive to others - or not. One way to be more effective in attracting others to you is to develop yourself as a powerful, attractive, prospective sponsor and business partner.

Check Your State of Mind and Maintain Your Posture

When you contact a new prospect, do you ask yourself, "Who am I being that would either attract or turn off this prospect?" Are you organized, calm, and focused - or are you nervous, rushed and flustered?

Is your presentation enthusiastic and powerful - or weak and whiny? Does your prospect sense any urgency or desperation in your voice? Have you conveyed to them that you would love to work with them in building a business - but you do not NEED them to join you?

Do you project success and confidence? Have you checked your belief level? Do you have any unresolved objections about what you are doing? Do you understand the powerful network marketing concepts well enough

to share your belief in them with others? What is your interpretation of sharing your opportunity with your prospect - i.e., are you intruding and bothering them or offering them the gift of the awesome power of possibilities? Closely examine your presentation. If you're prospecting in person, do your dress and appearance speak of success? Do you value your time and your prospects' and convey this to them, or do you seem to have all the time in the world, implying that you're really not up to much?

When you speak, use the combined credibility of your company and its most successful leaders. Be proud of what you do. Convey your certainty that it is a privilege to work with you and your company.

Got the idea?

So, what I'm really asking is, **"Would you want you as a business partner... ?"**

Examine the following list to see which of the qualities are ones you now possess. Then, go on to identify those qualities that, if further developed, would enhance your ability to attract others.

50 Qualities of a Successful Leader and Business Partner

Authentic Disciplined
Charismatic Focused
Willing to Sacrifice for the Future Able to Bond with Others
Believable Visionary
Supportive Organized
At Peace Persistent/Consistent
Teachable Empowers Others
Ambitious High Level of Physical Energy
Positive, Up-Beat Attitude
Committed Good Self Image
Positive Expectation Happy
Works in Partnership Burning Desire to Succeed
Doesn't take Rejection Personally Inspirational
Confident Powerful

Enthusiastic Intuitive
Empathetic Happy to Serve
Genuinely Humble Willing to Contribute to Others
Interested in Others Entrepreneurial
Doesn't Dump Information
Takes Initiative Good Communication Skills
Has Integrity – can make Is Proactive – takes
and keep commitments initiative
Vulnerable Interested in Personal Growth
Compassionate Sensitive
Is a Team Player Follow Up/Follows Through
Good Listener who listens… For what's Important…
For what's Missing…
For what It's Like in the Other Person's World…
For Contribution…
For the Fit…
For the Gold…

Assuming that you are prospecting enough people, your tally sheet will reflect positive results if you possess those qualities that are desirable to and valued by others as they consider the viability of the partnership you are offering.

Unfortunately, we're usually the last ones to know how we "land" with others - how they perceive us and interpret us and what we say. People tend to be oblivious to facets of themselves that can often be very apparent to everyone else.

The key to becoming more attractive as a potential sponsor and business partner is to create a structure for developing those qualities that would contribute to increasing your personal effectiveness.

In order to enhance your personal power, you will need to create some structure so as to develop whatever qualities you decide to take on.

Some possible structures include:

- Recording your telephone conversations and asking your upline to give you feedback asking what worked and what was missing, that, if put into place would make the next conversation more effective.
- Hiring a mentor to coach you in putting into place whatever is missing around those qualities you seek to develop.
- Rating yourself on a scale from 1 to 10 after each interaction you have with another person, regarding how successful you were in implementing the quality you are working on. Again, look at what worked, what was missing, and what you need to put into place next time to be more effective in the area you are developing.
- Keeping a journal detailing your daily intended result in your chosen area of development. Again, record both what worked and what was missing.
- Keep a sign with the qualities you are working on visible by the telephone and consciously work on being these characteristics.
- Asking others for feedback. You might say something like, "I am working on the quality of... becoming more charismatic, a better listener, more powerful in my communication, developing an appreciation of what it's like in the other person's world... etc.. Could you give me some feedback on how I came across for you?"

Your commitment to put yourself in research around which qualities would most impact who you are in the world as well as your willingness to create a structure in supporting these commitments will do much toward increasing your personal power. Taking on the process of enhancing your personal effectiveness can only translate into greater success in building your networking business.

Creating a Structure to Support Your Development

1. Make a list of all of the qualities you like about yourself.
2. Make a list of all of the qualities you dislike about yourself.
3. List at least 5 qualities that you would be willing to further develop in yourself.
4. Create a structure for developing these qualities.

At the end of each day, week, and month ask yourself the following questions to quantify how you did in the areas of your personal development:

1. What did you learn about yourself and about others?
2. In what ways were you effective in your interactions with others?
3. What was missing in your interactions that if put in place would make you more effective?

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• The Success Code: 29 Principles for Achieving Maximum Abundance, Success, Charisma, and Personal Power in Your Life
• The Success Code, Book II: More Authentic Power Principles for

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• The Magic Lantern: A Fable about Leadership, Personal Excellence, and Empowerment
• The Legend of the Light-Bearers: A Fable about Personal Reinvention and Global Transformation

Dr Rubino is the CEO of The Center for Personal Reinvention, an organization committed to the personal excellence and empowerment of all people. He has impacted the lives of more than 1 million people through self-esteem work, personal and group coaching, and personal and leadership development. Dr. Rubino was featured on the cover of Success Magazine and in their cover story, “We Create Millionaires” for his ability to impact people’s lives. He is one of the world’s top network marketing trainers and has authored four best selling books on this topic. He is a certified success coach in life planning technology and the co-developer of the life-changing course, Conversations for Success, a program that provides participants with the tools to maximize their self-esteem, productivity and personal effectiveness with others. His vision is to personally impact the lives of twenty million people to be their best and to shift the paradigm around resignation - that is, that anyone can affect positive change in their own lives and in the lives of others - if they believe they can.