

Powerful Beginnings: The Importance of High Self-Esteem to Your Network Marketing Success

How to ramp up your business by ramping up your self-esteem

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There is probably no attribute more essential to your network marketing success and to the success of your organization than high self-esteem. Lack of self-esteem is by far the most severe problem we face as a society today. Most children and adults suffer from feelings of diminished self-worth and manifest the results of these feelings in countless ways that diminish the quality of their lives and the lives of those around them.

Low self-image is the source of disharmony among people everywhere. It is most often the underlying cause of scarcity, suffering, and struggles of all kinds, conflicts and even wars throughout the world.

And, in network marketing, it is the biggest reason why people have little success to show for their efforts.

It is at the core of why many fail to prospect and follow up others daily and are unable to powerfully enroll them into their opportunity. Low self-esteem is at the root of why so many can not handle the rejection, taking it personally when those they prospect are not interested, causing them to eventually give up and quit on their dreams to achieve a life-changing income. Low self-esteem most often leads to a return to a life of

resignation, settling for a dimmed existence and trading in any possibility of a financially-free life of choice, free of regrets.

Most of us did not receive the skillful parenting and early childhood experiences that were necessary to nurture our sense of self-worth. We failed to realize our inherent magnificence and as a result, we often settled for less than we deserved. We may have worried about our futures, too often acted from the negative emotions of anger, sadness, or fear, or damaged our relationships with others. An inadequate self-image may have resulted in life pursuits that neither supported our happiness nor made the most of our special gifts.

As I see it, network marketing offers each of us the opportunity to take on the potentially life-changing gift of personal development, step into our personal magnificence, and offer this same blessing to those who decide to join us in this great profession. For this reason, I've chosen to write briefly about how we can each maximize our own levels of self-esteem and enhance our belief in our ability to bring about our ultimate success. At the same time, we have the power to champion all those we work in partnership with, sourcing their feelings of self-worth, and thereby significantly increasing the probability that they will achieve success in this business as well.

Let's now examine some behaviors and attitudes that will contribute to a soaring self-image and to success in a network marketing business.

Create a Vision for Your Life that Honors Your Most Important Values

Our minds can not tell the difference between actual reality and experiences that are vividly imagined. This is the reason that we laugh, cry, or scream at funny, sad, or scary movies. We get what we clearly envision and expect.

We can take advantage of this ability to tap into what we want and expect to experience through our network marketing businesses by creating a vivid, written vision that inspires and

empowers us and others to do what it takes to realize the vision.

I invite you to give up your right to invalidate yourself by keeping any of your negative expectations in place. Instead, create a vision that is filled with positive expectations for what your life will be like as a result of your network marketing success. This vision must honor your most important values. Perhaps these might include any of the following: freedom, adventure, belonging, creativity, contribution, love, excitement, happiness, peace, joy, recognition, security, and inspiration just to name a few.

Include in your vision the answers to the following questions:

- What will you be known for, what qualities will you embody, and what values will you honor as you live your life and work your business?
- What sort of activities will you typically do? What will a customary day at work look like? How will you spend your free time? What passions and hobbies will you pursue?
- What will you have as a result of who you are being and because of your successful efforts? Where will you live and with whom? Describe in detail your house, cars, and all toys and material possessions with which you'll surround yourself.
- Who are the people and special causes to which you'll contribute? How will you impact the lives of your family, friends, and network marketing partners? Remember, any vision that is about only you will not inspire others to join you in its accomplishment or inspire them to create visions of their own.
- Picture yourself building your business successfully. What will your organization look like? How will others see you? For what accomplishments will you be recognized? Picture yourself interacting with others in a way that reflects your high self-esteem and the rich relationships you have established.

Write out your vision in first person, present tense to describe every aspect of your life and business. Say, *"I am experiencing material abundance and rich rewarding friendships"* rather than *"I will experience"*

or “*I hope to experience...*” Remember, we get what we expect. So, if you expect that you will (but are not now) experiencing or hope to achieve (but are not now achieving), your mind will manifest a reality consistent with these images of lacking what you want.

Read your vision at least twice daily. After doing so for at least thirty days, your subconscious will begin to create a physical and mental state consistent with what is needed to manifest your vision.

Create an Action Plan Consistent with Your Vision

Network marketing has the potential to provide each of us with the level of income that can free us up to pursue our passions and honor our most critical values.

Ask yourself, how much income will it take for me to realize all aspects of my vision? Who will I need to be and what will I need to do to make my vision come to pass?

Determine how many leaders you will need to develop and duplicate to achieve the income level you desire. From there, determine what your success ratios are: how many prospects will you need to speak with in order to identify and develop this many leaders? For example, if you know that you'll typically need to speak with one hundred prospects to identify 1 do-whatever-it-takes leader, and your goal is to identify 1 new leader each month, you may need to speak with 5 prospects daily, 5 days per week in order to hit your desired numbers of 1 leader for every one hundred conversations.

As part of your plan, you'll also need to determine where and how you'll find your prospects, what you'll say and give them, and to whom and how you'll introduce them as a next step. For a more detailed explanation involving all aspects of how to create an effective action plan, see my book, “*THE 7-Step System to Building a \$1,000,000 Network Marketing Dynasty.*”

Manage Negative Self-Talk and Act from Your Newly Invented Declaration of Who You Are Rather Than Any Disempowering Opinions You May Have Formulated about Why You Can't Achieve the Success You Desire

We all experience that nasty, negative, doubting voice of our negative self-talker whispering in our ear from time to time. The trouble begins when we forget that the voice is not speaking the truth and buy into those lies. This negative self-talk serves only to keep us from risking, preferring that we play small instead, in an effort to protect us from harm—otherwise known as rejection and what we interpret as failure. I suggest that you decide today to live by 2 new rules designed to support your belief in yourself and in your ultimate success as a network marketing leader. They are:

- 1) Give up your right to invalidate yourself or buy into any negative opinions you or others may have about you.
- 2) Decide today to act from a declaration of who you say you are. No evidence for this new, empowering declaration is required. In fact, you'll now be creating new positive evidence as you go.

Take all of the qualities you have decided to manifest in your life and business and craft a new declaration that speaks to who you are now deciding to be as a powerful leader. Use this as a statement from which to live. State your empowered declaration, like your vision, in the first person, present tense. For example, you might say, "I am a confident, charismatic, positive-minded leader committed to contributing to the lives of all I touch. I powerfully share the gift of my networking opportunity with a positive belief in its value to impact others' lives as well as my own."

Whenever you notice that you have fallen back into any old habits of questioning your ability or doubting your future success, simply remind yourself that this is not who you are. Give yourself a break, decide again to believe in yourself and step into a confident posture that will support your business success.

Affirm Your Strengths and Acknowledge Yourself Daily

We all have strengths and gifts that make us uniquely special and magnificent in our own ways. At times, we all temporarily lose belief in ourselves and in our ability to succeed in our businesses by impacting others' lives with our products and opportunity. We forget to focus on the awesome gift we can be in providing our opportunity to others and instead pay too much attention to our own fears and petty concerns. We become adept at recognizing all our weaknesses and identifying all the

reasons why we fear we will not be successful in our quest to realize our dreams.

Instead of focusing on these challenges, get into the habit of recognizing the little things you do well. Catch yourself doing something right and acknowledge yourself for it.

Ask yourself, “What did I do well today? What can I commend myself for this morning?” By looking for excuses to pat yourself on the back, you’ll start to become more aware of all the things for which you really should be commended. Write yourself a daily brief paragraph outlining these worthy attributes and accomplishments. This can be as simple as congratulating yourself for speaking to a prospect that you may not have ordinarily approached or asking questions to get to know someone better and build rapport.

Our conscious minds can only entertain one thought at a time. As the gatekeepers to our minds, it’s up to us whether we allow that present thought to be a negative, fearful, or disempowering one, or a positive affirming belief instead. We have the ability to manage our thoughts moment by moment. The more we get into the habit of substituting positive instead of negative thoughts, the easier this process will become.

Write out a series of positive affirmations that speak directly to any negative or disempowering beliefs that would influence your network marketing outcome. Again, write your affirmations out in first person, present tense. Write such statements as:

- * I am a powerful enroller, able to contribute the gift of personal and financial freedom to others.
- * I am a good listener, aware of what’s important to others and missing in their lives.
- * People like me, trust me, and want to learn about the benefits I share.
- * I make friends easily.
- * I am in the level of consistent, persistent, massive action required to bring about my great success.

* I inspire others to make their lives work optimally because of my courage in sharing our opportunity.

Keep these affirmations by your phone, on your nightstand, on your mirror, in your car, and everywhere else to remind you of your power as you go about your day. For those wishing to take advantage of the power of subliminal and audible technology that was developed by Dr. Eldon Taylor, the world's foremost expert on the topic of impacting the subconscious through subliminal affirmations, I've produced a series of affirmations tapes containing 108 consciousness-impacting affirmations for network marketers called, *"Secrets of Building a Million Dollar Network Marketing Organization: Secret #1- Self-Motivation."*

Take on a Personal Development Program

One of the best ways I know to take the rejection out of building a network marketing business while adding fun and fulfillment is to create a structure to develop those personal and leadership qualities you see as enhancing your life and business.

This can be as simple as selecting a quality to work on in your prospecting conversations and then rating yourself (1 to 10) as to how well you did after each conversation. When I began my business, due to excessive nervousness and a fear of being judged and rejected, I had a tendency to dump too much information on my prospects. I soon realized that just sharing a lot of details about my company, products, and income opportunity was not very effective in motivating them to join our team. Instead, I decided to work on the qualities of developing rapport, listening to what was important to my prospects or missing in their lives, and creating rich value for them in my conversations. I took on each of these areas of development for 30 to 60 days before adding another area. By doing so, eventually these intentions became habits and my enrollment success numbers shot up dramatically.

Another means of identifying what might be missing from your conversations to make them more effective is by taping your calls. Using an inexpensive cassette recorder and phone device, you can easily record your conversations. By listening to these later, you will often discover areas to improve upon to make your conversations more powerful. You can also ask your success-line partners to listen and give you suggestions regarding how to improve your calls.

Another powerful way to take on a personal development structure to enhance your confidence and effectiveness would be to follow along with

a series such as my books, *“The Success Code: 29 Principles for Achieving Abundance, Success, Charisma, and Personal Power in Your Life”* and *“The Success Code, Book II: More Authentic Power Principles for Creating Your Dream Life.”* These books were designed as a year-long self-study course to support network marketers and others to gain in confidence, enhance their self-image, and make the most of their ability to impact others with integrity.

Champion Your Team

Our network marketing businesses provide us with an exciting opportunity to not only reinvent who we are as a possibility for achieving happy, fulfilling lives for ourselves but also offer us the chance to give this same gift to our partners.

Our financial success in this business will be directly related to how effective we have been in championing our business partners (downline) to step into their self-confident personal power as they go about their business-building activities and support their leaders to do the same.

After experiencing fourteen dynamic, life-changing years in the network marketing profession, transforming myself from a shy dentist who “couldn’t lead 3 people in silent prayer” to a self-declared leader with a vision to impact the lives of 20 million people, I am convinced that anyone with a sincere desire can take on a courageous personal reinvention program to support their happiness, personal power, and success.

Our networking businesses will grow in direct proportion to both our personal growth (as we increase our attractiveness as a business partner to others) and

the level of massive, consistent action we engage in as we build our teams.

As we take on more confidence and strengthen our belief in our ability to impact others' lives with our income opportunity, our prospects will become more attracted to us as they recognize our confident ability to support them in attaining their dreams.

Network Marketing Magazine readers can obtain a free gift of 2 preview chapters to the life-changing book entitled "*The Self-Esteem Book*" by Dr. Joe Rubino by visiting <http://www.theseelfesteembook.com/yourgift.html>



Dr. Joe Rubino is an internationally acclaimed expert on the topic of self-esteem, a life-changing personal development trainer and success coach and best selling author of 9 books and 2 Audio sets on topics ranging from how to restore self-esteem, achieve business and network marketing success, maximize joy and fulfillment in life, and attain breakthrough productivity in business. An acclaimed speaker and course leader, he is known for his groundbreaking work in

personal and leadership development, building effective teams, enhancing listening and communication skills, life and business coaching and optimal life planning.

Dr. Joe offers powerful personal and group coaching to support business success and life fulfillment. To contact him, call 888-821-3135 or email DrJoe@CenterForPersonalReinvention.com. Learn more about his life-changing work in championing people to restore their self-esteem at <http://www.SelfEsteemSystem.com> and receive the free insightful audio program "7 Steps to Soaring Self-Esteem" and a 1 year subscription to "The Success Achievers' Club"...a \$129 Value!

His best selling books and audio programs are available in 19 languages

and in 48 countries.

His personal development titles include:

- The Self-Esteem Book: The Ultimate Guide to Boost the Most Underrated Ingredient for Success and Happiness in Life. Visit <http://www.SelfEsteemSystem.com> for more information.
- 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 Creating Your Dream Life
- 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.
