

## Women Making a Difference in Other People's Lives

*"Never Give Up!"*

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Surveys conducted by the [Direct Selling Association \(DSA\)](#) revealed that approximately 77.4% of direct sellers in 2015 were women. So heads up guys, be sure to pay special attention to all the excellent opportunities for sponsoring more women with your organization who will go out and share life changing products that make a difference in people's lives all over the world.

**Women are wired to network because of this ingrained sense of nurturing, intuition and an innate ability to put another person's needs before their own.**

Women are usually great listeners and have been known to have eyes behind their head, right moms? Women are also very protective of their families health needs so they tend to be very product oriented and for the record are usually the one's buying those products and most likely are sharing the products and their experiences with others especially when they've seen real measurable results in regards to health and well-being.

My mom was one of the first women who encouraged me to reach out to help and encourage others and not let anyone steal my dreams. She has always been a great listener with a keen sense of woman's intuition and yes she still has eyes behind her head.

Network Marketing can be the perfect choice for women who tend to struggle with the decision to build a career outside the home or build a business from within the home to embrace the entire family, especially for younger women with children at home. Placing our children in the care of others is not a pleasant thought is it? I know it wasn't for me personally. This is one of the main reasons why I chose to build a business from home with a career in Network Marketing. I decided to focus too on treating it like a real business career rather than treating it like a hobby. In fact, I've just decided to come out of retirement to help launch a new company and this time my accountant is forming an LLC for my business starting in January 2017. I feel there are some very exciting and hopeful times ahead, especially for women in business. If you are a woman and reading this I'm very excited for you too!

I've always thought being a connector turning networking into match making was not only appealing it has actually become a lot of fun.

## **Connecting with people is key in this kind of business.**

Gang it's time to stop seeing the Network Marketing industry as a get rich quick lottery deal and start with the attitude of making a real difference in people's lives.

**This will really improve our industry because when we embrace this 'make a difference' type culture it will create much more respect for the Network Marketing industry as a whole and we need that now more than ever before.**

Walk into any social event and watch how most women networkers conduct themselves. When done properly they are going to most likely build some great relationships. The more people we connect the more referrals we're going to walk out with or develop online in social media outlets like [Facebook](#) for instance or [Twitter](#).

Put the focus on other people and what they do. Take a genuine interest in people. Keep an open ear to them because they will give clues as to what they are interested in. Keep that antenna up to pick up on those clues and when there's any sort of negative vibes coming from someone that means you are talking too much, focusing on your own agenda, and not focusing on what's most important to other people.

Network Marketing is one of the only professions that actually offers a person, any person, the chance to take back the American dream and there are no glass ceilings here for us women. We can climb as high as we want to go when we focus on making a difference in others' lives.

## **A profession in Network Marketing allows women like me who barely made it out of high school with no college degree, to build a solid career that pays as much or more than some people who have degrees.**

A Network Marketing career even pays someone when they're not able to work. I experienced this first hand when going through some serious health challenges back in 2006 - 2008 and through it all my income did not stop. Where else can someone earn an income even if they are not able to work with the exception of government assistance?

In network marketing the income earned is determined by the effort each person decides to devote and it's very important to treat this like a real business and then it will pay accordingly. There are also some great tax advantages for home business owners. We found out these last few years how much we miss those tax deductions for my home business when I decided to retire. We've been hammered by taxes, especially with the Affordable Care Act fine. That is why I've decided to come out of retirement to open my business again only this time after years of learning experience, I'm incorporating my business.

This profession helps women develop incredible leadership skills which are priceless for a woman like me who had no experience, no income, no

credibility, very few contacts, little confidence, and no corporate background when starting out twenty years ago. Self-development is an ongoing process no matter how successful a person becomes. The possibilities are endless in Network Marketing for the woman who sees what this profession really has to offer beyond just the income or tax advantages.

There are times in Network Marketing we hear people say “you mean there's an investment to get started and to develop myself? “ What happens is people who do not get started right in the first place may end up quitting because delayed gratification is too difficult to wait for success or they do not understand the importance of long term personal growth. Most business ventures take at least two years to turn a profit. Building a home business in Network Marketing is no different. How long it takes depends on the time and effort you put into it. Most people have full time jobs and start their home business part time. Do not let part time fool you or allow anyone to tell you have no real business.

**Invest in your business and in yourself. Get it set up right from the start by joining forces with experienced people to mentor you who you know have done it the right way.**

Entrepreneurs constantly invest in themselves and usually work without pay for many years. They understand delayed gratification because they realize that the eventual pay off can be huge. Many experience losses and overcome those too because they've grown personally and have the confidence to do it all over again. Entrepreneurs act and present themselves as professionals with a business minded attitude. Having this sort of attitude will create more attraction to your enterprise. Strive to develop into an entrepreneur. There's a great DVD on this called *'The Call of the Entrepreneur'* by Robert Kiyosaki. He understands how business works and he also understands that Network Marketing can be a serious business when conducted properly.

It's up to leaders in the Network Marketing profession to conduct themselves as professionals at all times. Meaning it's important not to bash another person's company, product, and compensation plan and

please do not try and talk someone into or convince them to join your company when they have said they are happy with what they are doing. That's just not professional. Help people to realize that they too can be successful and then show them how to get there on their time schedule by finding out what each person's business goals are. What sort of skills do they have? Are they very product focused? Do they love networking? Do they love social media? Do they love meeting people in person? Do they like talking on the phone? Have they ever owned any type of business? Plug people into resources to help them.

One of my main priorities for building a career in Network Marketing has been the ability to provide opportunities for our children. When I started my home based business in 1996 our boys were four and nine. I loved being able to stay home with them, take them to school and their outside activities. Now they are both grown up. Our older son age 29 has been serving in the US Air Force Intelligence since 2012, he just made Staff Sergeant. Our younger son turns 24 this year and just graduated from UT Permian Basin in May 2016 with a Bachelor of Science Degree and is working for a worldwide oil company earning a great income with full benefits. I could not be prouder of them both! And they are off our payroll! Yay! The same thing can happen for women and really anyone who chooses to build a business career in Network Marketing.

Starting out, when we do all the right things upfront we will see the positive results come back to us in the near future.

**Three, four or even five years is not much time to invest in the freedom and experience that a career in network marketing can provide for any woman.**

As a woman, wife and mom, it's been such a blessing to create a career that has empowered me to make a difference in people's lives over the last twenty years. I'm thankful to be living in a great country where we have the freedom to choose a profession we can build around our family. I'm looking forward to this new exciting journey in 2017 as I turn 64 this next year which is young when you look at my friend Ms. Ernestine who turned 92 this year and just got back from a mission trip to Africa with a

bunch of youngsters! It's never too late for anyone and as I always say,  
*"Never Give Up!"*

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