

Ten Irrefutable Laws of MLM Success

By Richard Bliss Brooke

1) Use and Love Your Product

Although in order to build a large network you must focus on enrolling others in the opportunity, a large portion of your credibility and integrity in doing so will be your passion for your products. The more you love them, the more you will talk about them and the more your whole network will use and sell them.

2) Own the Concept of MLM

Most prospects have a strong opinion about this concept. They own their perception of what it is. They have conviction about it. If you are weak on your ownership of MLM, they will influence you instead of you influencing them. One too many times of them influencing you and you are out of the game. You must have some successes - and have them quickly - to shore up your confidence. Study everything you can find on exactly how and why MLM is an extraordinary wealth-building concept. Study those who have done it. Master their stories and their strategies. Become a pied piper of "The Four-Year Career."

3) Learn to Believe That Everyone Is a Prospect

They don't think they are. They are probably not even looking for anything. But ask yourself this question: If everyone knew what you knew, would they get involved? The answer is: of course. So what's missing? They just don't know about it. What if you could let them peek into your mind and into your heart to see it the way you see it? Would they get involved? Yes, most of them would; and the ones who would not would pass in a way that championed you (not rejected you) and appreciated you for offering.

4) Ask Easy Curiosity Questions

The more you know about your prospects, the easier it is for you to design an offer they will not choose to refuse. Find out what is important to people. What do they love? What do they want more of in life? What do they want less of? Start with where they live (if you don't know). What do they like about it? What don't they like about it? Where would they live if they could move? What is holding them back? Ask about their work. How long have they been doing it? What do they like and dislike about it? What is holding them back from doing something they love?

5) Ask Them to Imagine

Walt Disney was probably the last one to inspire them to do so. It is our ability to imagine something that is not actually present in our lives that allows us to become inspired. Imagining a more peaceful, fun-filled, loving,

abundant life changes our body chemistry immediately, whether we want it to or not. Imagining something specific that we like and don't now have gives us a positive energy (motivation) to act; to choose to prioritize, to change and to embrace something like a new business that just five minutes ago we would have sworn we would never do. Ask them to imagine getting a check for \$1,000 (or whatever amount you have learned will motivate them) every month like clockwork.

6) Show Them the Way

Once someone is motivated to move, they will take direction. Why not? Your wisdom, experience and position in the organization is what they need to get what they want. Take advantage of your posture and show them exactly what they need to do. Show people whom they know that can do well. Show them their plan. Show them their money. Show them what they must do to get their money. If you don't show them, they will not do what they need to do and you have wasted their time and yours.

7) Wait For No Man or Woman

Make unreasonable requests. This will sort out who will work with you and who will not. You must ask people to do what must be done. Stretch them. Give them the opportunity to succeed or fail out of choice versus merely decaying over time right in front of you. Some people would rather whine than work. They would rather tell stories than succeed. They would rather keep you waiting on them as they "get around to it." These are the vampires of MLM. They will suck the life out of you with their procrastination and excuses and brilliant ability to find ways for things not to work. It is much easier for them to justify their commitment to mediocrity if you stay down with them. Cast them off. And if they happen to be friends and family, keep them as such - and out of your business.

8) Manage Your Motivation

Motivation is the secret to success. When you are on fire about the inevitability of your quest, you will be enthusiastic, courageous, energetic, persistent and creative. These are the fundamentals of getting things done and attracting the things you need. When you are in a funk, you repel what you need and you do just the opposite actions from what you need to be doing. When you are on fire, success is easy, natural and fun. You get lucky and stay lucky.

9) Get Your Car Over the Hill

There is a lot of inertia in launching a network. It is like pushing a car up a hill. It takes proportionally far more energy just to get it rolling than at any other time, and it takes a continued Herculean effort to keep it going uphill. And what happens if you stop to rest? You get run over and have to start over. What happens when you stay after it and do whatever it takes to get to the top of the hill? It starts rolling on its own - and it would take another Herculean effort just to stop it.

10) Lead Like Your Life Depended On It

And the rest of your life - the part you may have been missing up to now - does depend on it. In a successful network marketing career, first comes massive action and development, then comes massive money and then comes . . . life beyond money. A life where you are present to those you love; life with the freedom to do what you want, where you want, with whom you want and the peace of knowing that you have crested the hill, and although there will still be bumps in your road, you are on the good slope. MLM is like herding cats. Your job is to inspire a whole bunch of people to do something they are not normally inclined to do on their own and keep them doing it - thousands of them. Imagine herding thousands of cats to the Promised Land. You would need to be one heck of a trail boss, and you would also need a lot of good hands to help you. Your leadership and your ability to inspire and develop it in others will determine how far you go and how self-sustaining it is when you get there.

Network marketing is a brilliant career choice whether you choose it the age of 20, 40 or 80. Done smartly, you can be done in four years - and then you get to design your life beyond money: dreams found.