

The curse of humanity is *misunderstanding*: Progress is always impeded by *arrogance*, not *ignorance*.
“It ain’t what you *don’t* know that gets you—it’s what you *know* that ain’t so!” - Will Rogers

What You Must Unlearn*:

I’m living the American Dream

Networking is about selling.

It’s all about *who* you know: you make money off your friends and relatives.

You have to convince people.

You have to recruit lots of people and keep them all motivated.

It depends on what others do.

Most people fail at this. Success is just luck like a lottery.

My reputation is at risk. What others think of networking reflects on me.

***To excel in this business.**

Networking Reality:

The American Dream is reserved for owners and risk takers.

Successful networking is about *sorting*, *teaching* and *teaching others to teach*. Aggressive or “slick” salespeople often fail at networking. (It turns people off.)

It’s who *they* know: you succeed with people you never met before.

Let people convince themselves or you waste time forever re-convincing them.

It’s better to work in depth: work only with people who are already motivated.

It depends entirely on YOU (human behavior is statistically predictable).

All businesses require an investment (risk) of some combination of assets: (money, time/effort, reputation). This business will abundantly reward your persistent efforts.

What others think of you matters. What they think of networking is opinion based on past experience. Help people get the facts and examine *this* business.

Something to Think About:

Where will you be in five years?
(Where were you five years ago?)

It’s all about duplication: only do what can be duplicated. Successful people simply do what needs to be done and they do it *consistently*.

Every “dud†” knows a “stud.”

Say as little as possible to as many people as possible.°

Heat rises to the top. Learn the 80/20 rule and stick to it.

Do the thing and you’ll have the power!
- Ralph Waldo Emerson

The promise of networking never has been “something for nothing” but simply this: given the same investment of energy this will yield greater rewards and satisfaction than other enterprises.^a

Who’s really looking out for *your* future? To get ahead you have to stick your neck out and break *out* of the *pack*. They may not like it. So what?

What You Must *Unlearn**:

It requires me to pimp myself and be someone I'm not.

I can help people with this.

Business is complicated and confusing.

I have to get ready: study and plan.

†We often get more excited about what our new business could mean for our friends and loved ones than we are for our own success. Unfortunately such enthusiasm for another's success can be disappointed like a rocket that fails to launch. Hence the term "dud." Start sharing with friends and relatives just for practice. Maintain your excitement, but let it be about *your* dreams.

Networking Reality:

It requires that you grow as a person, be true to yourself and learn to tell the truth to yourself and others.

Work *only* with people who have great desire and demonstrate that desire in action. Never confuse successful networking and charity.

This business has only four activities that matter:

- 1) Use the product
- 2) Share your story and invite others to consider this opportunity
- 3) Connect those who want to expand with those who are already succeeding
- 4) Keep learning and growing

You have to get started. Study as you go, and plan your *vacation* instead.

°People want to know five things about an opportunity: 1) The industry 2) The company 3) The products 4) The marketing plan (its requirements and rewards) and 5) The training/ support involved. If you keep it simple, you'll have answered a person's underlying concern: "Can I succeed at this?"

***To excel in this business.**

Something to Think About:

Compare *that* to what *most* jobs demand of a person. End of story.

Need is not a qualification for success in business. Desire is essential.

Remember: the secret is duplication: whatever you do someone is asking "am I able and willing to do this?" So keep it simple!

If what you *already* know and what you *already* do could lead to your success, you would *already* be there. It's time to try something new.

^aThis is a paraphrase of a statement made by Kelly Olsen, President of TNI

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