

## Abide & Abound

*If we abide by the principles and philosophies of this industry, we will abound. We will succeed. We will become financially independent and enjoy all the freedom that this industry offers, but more importantly, we will become better people in the process.*

Every day of the week, millions of network marketers are canvassing the globe—sharing, representing, recruiting, supporting, promoting, and duplicating their particular home-based business opportunity.

There is a sense of urgency, even desperation, as people from all walks of life seek deliverance from financial bondage. The phenomenal growth, success, and resilience of this billion-dollar industry is not a fluke—it's a *revolution*, the last bastion of free enterprise.

Every attempt to suppress, control, and destroy this industry has and will continue to fail, as it is impossible to extinguish the hopes and dreams of millions of self-motivated distributors who yearn for nothing more than a chance to experience the equivalent of the American Dream—the *freedom of financial independence*.

**To add to its strength, network marketing has become a vast melting pot of**

**cultures, peoples, races, creeds, and sexes  
of all ages with no barriers or limitations,  
except for those we place on ourselves.**

One might as well try to defy the law of gravity as to defy the underlying laws that drive the human spirit—*the spirit of inspiration and determination*.

Network marketing ultimately thrives upon these same principles. To tap into this billion-dollar industry, you must tap into the human soul. You must tap into the underlying principles that make this thriving phenomenon possible. You must embrace what network marketing represents:

*A new frontier of self-functional individuals all led by one common law: the law of the harvest—you reap what you sow.*

**The seeds of this industry have always  
been people, not products or pay plans.  
When we *abide* in developing people and  
inspiring the human spirit to thrive, our  
harvest *abounds*.**

Unfortunately, people enter this industry with the false notion that the best way to succeed is to promise financial salvation at no cost, with little or no effort, and with little or no skills. This welfare mentality and free-ride approach to network marketing has created a financial windfall for a few and mass havoc and even ruin for the many.

Like any frontier, network marketing can be cruel and unforgiving, particularly in today's cultural environment, where personal responsibility and achievement are all too unfamiliar territory. To succeed long-term in this business, you must build and uplift the human spirit—not tear down and destroy it by encouraging sloth or promising instant gratification.

You must build upon the strengths and abilities of each individual by dedicating yourself to helping them acquire the skills that enable them to rise above their personal fears and weaknesses. What is needed in this industry—now more than ever—is an experienced guiding hand, not corporate excuses or individual failings.

In many respects, network marketing has taken the brunt for our own personal individual imperfections and failings. What other industry is so authentic that it reveals our weaknesses and shortcomings?

Think about it...

- If we're lazy and lack ambition, we'll fail.
- If we don't put forth the effort and acquire the skills required by this industry, we'll fail.
- If we continue to blame others for our problems, we'll fail.

On the other hand...

- If we're ambitious, dedicated, and self-motivated, we'll succeed.
- If we take personal responsibility as a business owner, we'll succeed.

It's an unwritten law in this business without shortcuts, and there's no getting around it by taking the easy way out:

**Network marketing exposes who we really are by mirroring our character—our weaknesses as well as our strengths.**

Often we become disgruntled with this business, when we should be disgruntled with ourselves. That's why I love and respect this industry so much. It is unforgiving. It demands

competence. It forces us to improve, which makes us grow.

*Abide and abound* is the governing and underlying law of network marketing. If we abide by the principles and philosophies of this industry, we will abound. We will succeed. We will become financially independent and enjoy all the freedom that this industry offers, but more importantly, we will become better people in the process.

In the end, we discover that, within this industry, we can be our own best friend or our worst enemy. Network marketing gives us the power and freedom to choose.

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**Anthony Diaz** has over two decades of experience in the direct sales industry as a successful distributor, marketer, business consultant, motivational speaker, professional trainer, and company owner. He is known in Asia as "The Messenger" and "The Innovator" and has a reputation as a marketing maverick who has developed countless innovations and trends that have created paradigm shifts in network marketing internationally, including personal import, the binary and hybrid compensation plans, matching bonuses, relationship-based training systems, advanced marketing techniques, interactive CD ROMs, product packaging, and presentations that are widely used throughout the world today.

Anthony is the CEO of Life Quest Network of Japan and has recently brought his company to America as Zenza Life Sciences in the first step of his commitment to global expansion.

You can learn more about Anthony Diaz on his website at:  
<http://Zenza.us>.