

It's
Not
Just
the
Money

I'm convinced no other business model could have given me the lifestyle I enjoy today. And the dear friendships I've developed with people around the world adds a richness and texture to my life that's beyond compare.

There is no question that the lifestyle of a career network marketer is enviable. I love my life, and I love network marketing. I believe, however, that the most important thing that happens to us in network marketing is not necessarily what we achieve or accumulate, but what and who we *become*.

If we embrace its principles, network marketing forces us to grow our strength of character and professionalism in order to grow a business. This growth evolves naturally from leaving our comfort zone, motivating ourselves to become the best that we can be, and helping others do the same.

Unlike the corporate business model where employees depend on the employer and where people must compete with each other in order to advance, the network marketing model encourages people to take initiative and help each other to reach mutually beneficial goals. The wealth you create is proportional to the number of people you help, how well you do it, and what they do about it.

So network marketing, more than anything I know, empowers people to contribute and make a difference. And I believe that in the final analysis, the difference you make is what counts.

When we leave here, we leave the money behind. But we take with us who we've become and the positive influence we've had in the lives of others.

This personal growth stuff is really exhilarating. I can tell you, I'm not even remotely the same person who joined this business back in 1989. Living in Utah meant being pitched on every new thing that came along. So I had to overcome a huge resistance to network marketing. My dad was a distributor for the "granddaddy of all networking companies" and repeatedly tried to recruit me. Once, out of exasperation, I told him "I'd rather clean toilets than do that kind of thing!"

That attitude changed when I came across the one and only company I've been with for seventeen years now.

I joined because I'd fallen passionately in love with a product, and that made me see network marketing for what it's really supposed to be.

I began with no particular qualifications except determination, which is another great thing about network marketing. Desire and drive go a long way. As for me, I had no previous network marketing experience—I was a music teacher. I was newly divorced with three very small kids, a big mortgage on a new home, and no money to start a business. Just those kids alone would be three reasons for some people to say they would NOT do this business. But I knew that my children were the reason why I MUST do it. Somehow I could see the big picture

of where I could go with it, and for starters I needed to save our home.

The product I fell in love with was the type of thing that needed to be demonstrated, so I decided to hold home meetings. I invited a ton of people to my first meeting. Only four came, but two of them joined. I thought to myself, "This is all right! I can see there's a ratio here! If I invite enough people and half of them join, this is going to be good! I can already see the light at the end of the tunnel!"

So I doubled my efforts. The following week I invited twice as many people, and nobody came.

But I persisted. Within a matter of months there were 100-150 people hanging over the banisters and standing in the doorways of my home waiting for a demonstration in our Tuesday night meetings. I was doing home meetings almost every night, and sometimes two or even three in a single night.

Within one year, I was making as much money in a single month as I would have in an entire year teaching school. When I began with my company, they were doing \$28,000 a month worldwide. Within fourteen months, we were doing \$2 million a month in my group alone, and I made my first million dollars by the time I was thirty-five. Now, you tell me how I could have done that in any other business.

If you have a willingness to do whatever it takes, you can achieve financial freedom in network marketing. And what is required of one person for success may not be the same for another.

Building a network marketing business is similar to planting a garden. You've got to sow a lot of seeds and you've got to plant them all the time. You can't just plant one and think it's going to

feed you for a lifetime. Nor can you expect your seeds to produce an instant harvest. There's a sowing season and a reaping season. It takes time for seeds to mature and you have to have the right elements to cultivate and grow them. Of course, this timeless principle goes hand-in-hand with the idea of tenacity and persistence and hanging in there.

Once I drove from Utah for thirty hours to plant some seeds in Louisville, Kentucky. Nobody at that meeting is still with me, but they signed up some people, who signed up some people, who signed up some people who did stay. Seventeen years later those people are adding \$20,000 per month to my residual income.

A single seed I unwittingly planted in New York City is quite another story. This meeting seemed destined to be a disaster.

The cab driver got lost, so I was thirty minutes late and really sweating it. The hosts had barely managed to hold things together and the atmosphere was heavy with the audience's irritation. When I finally got up to the front I could see there was no way I could retrieve this crowd. So I gave a very short presentation and said I'd stay for any questions. A few people came up to me. One was a Russian gentleman. He shook my hand, and through a very thick accent told me he was going to take the business to Russia!

At that point in my network marketing career, I had learned not to take grand promises like that seriously. So I just kind of shook his hand and patted him on the back and said, "That's great! Yeah, why don't you do it? Why don't you take this to Russia!"

A few months later I noticed these names I couldn't pronounce on my commission report. Soon there were pages and pages of them. At one point, I had over 500,000 Russian distributors on my team. Half a million people!

You just never know, do you? You do one

**meeting and no one comes, you do
another and you sponsor a nation.**

Network marketing creates more stories like mine than any other business.

Today my company is well on its way to \$1 billion in annual revenues. I have networking teams in twenty-three countries, and among them are more friends for life than I can count.

Because of network marketing, despite my humble beginnings, I've been able to give my children everything they need and more, including private school and travel around the world.

Each of my children has been able to travel with me throughout Europe, Australia, Japan, and Southeast Asia. We've been diving together in the Red Sea, hugged dolphins in crystal blue Caribbean water, ridden elephants in Thailand, and camels in Egypt. How can you put a price on these kinds of experiences?

But most importantly, I've been able to give them my time in an environment where we're not worried about how the bills will be paid and we can focus on something besides basic survival.

**I've been able to live my life my way. I
can do what I want, when I want to do it!**

And it's not just the money. The part I value the most is my own personal growth and the tremendous satisfaction that comes from being able to help others grow too.

You might be thinking, "Sure, easy for you to say—it's not the money—because you *have* the money."

Nope. I hold that growing part most precious.

It's the mental muscle and the emotional maturity that I value most of all. It's not what you accumulate. It's what you become, and what you help others to become.

To me, network marketing is as much about personal growth as it is financial growth. It's also about seeing the big picture, and holding a vision of what's possible even when your team members can't see it for themselves—yet.

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Margie Aliprandi, with one and only one company, Neways, for seventeen years, has a networking organization of “a few hundred thousand” around the world. She's achieved walk-away income and has no intention of walking away. She's too in love with her products and people for that. Margie has become one of the most respected and successful leaders not only in Neways—she became the first Crown Diamond Ambassador in North America—but also the MLM industry.

Margie has served on the Cancer Prevention Coalition Board of Directors since 1999 and also serves as the Coordinator of International Offices for the CPC. She has produced and recorded several motivational and training audio tapes, and is a sought after speaker.

Margie is also the leading force behind My Mind Makeover, an easy-to-use fully customizable software program that enables you to create empowering affirmations in your own voice with your own choice of music, to change your life for the better forever. (Check it out at <http://MyMindMakeover.com>)

You can learn more about Margie, and take advantage of her resource-rich website here: <http://CrownDiamond.net>