

It's
Not the
Marketing...
It's
the
Network

The best thing about network marketing isn't the money; it isn't the time freedom, and it isn't being released from the nine-to-five drudgery. The best thing about network marketing is the ability to reach out and make a difference in the life of someone else... many, many someone elses.

**"There are no strangers in this world.
Only friends I haven't met yet."**

Like just about everything I have learned on my "working at home" journey, that paraphrased quote is not my own, but it resonates deeply within me. After ten years in network marketing, if I were to take inventory of all my accumulated assets, my "friends" would top the list by a landslide.

When I started my very first business I was excited, but like most people I was a wee bit insecure. I found that while I wanted to shout to the world when I was at work in my office, as soon as I found myself in front of someone, I became all tongue-tied and shy.

Now REALLY! Imagine me... SHY! This had me completely baffled! I've never been shy—ever!

I was the four-year-old who was brought to the customer

service department in Woolco by a stranger lady with oh so pretty shoes that I had followed around for half an hour. I was the eight-year-old singing off-key at the top of her lungs in the third grade recital. I came in first in the public speaking contest, participated in “Reach for the Top,” and danced all alone (heaven forbid) in my own world if I liked the music.

I have NEVER missed an opportunity to stand in the spotlight and shine, and I have never been one to worry about looking silly to myself or anybody else. So, I couldn't understand this unwelcome reluctance to share with the world the new excitement in my life.

It took me a while, but I finally figured it out.

It's not what you can get, but what you can give that makes the difference.

When I REALLY got what this whole “networking” thing was all about, I was overjoyed, and my business skyrocketed. I realized that the reason I was freezing up and scaring people off was that I was so focused on what I needed in order to be successful—more customers, more sales, more recruits—that all of the conversations that I used to have effortlessly with people had become a burden.

The minute I saw someone to speak with, I immediately evaluated them for what they could add to my business.

People had become a commodity to me, and this was so against who I was as a person that I became miserable, insecure, and failing.

Put the “NETWORK” back into network marketing.
One day I simply decided that this business was too difficult,

and I wasn't going to talk about it any more. So, I simply went about my daily chores. As I was waiting in line in the grocery store, there was a young mother ahead of me with a cooing toddler smiling and batting his eyes at me while we waited to pay. He was the most adorable little guy, and I quickly told the mother so. We started to talk. She told me his name, how he was big for his age, and already starting to say a few words. I told her about my own children (then in elementary school) and we commented on "how fast they grow."

She told me that she was working nights at a local convenience store when her husband was home so she could spend time with her son during the day, and in that way she could keep him home and away from babysitters... but oh, how she wished she didn't have to work.

Then she asked me what I did for a living. I began telling her how I was a nurse at the local hospital and that I had recently started a home-based business because I really had a dream to stay with my children. I didn't want them to be "latchkey kids" anymore. I found myself just sharing a conversation, telling a stranger about my hopes and dreams, asking her about hers, and simply enjoying the socialization. A remarkable thing happened.

She said very simply, "I would love to be able to work at home. Could you come by for coffee at naptime and tell me more about that?"

Of course, I agreed, and we set a time to meet. Later, I sat in my car and went over what had just happened, and I had an epiphany.

**It's not the marketing,
It's the network.**

I had been so hung up on the marketing aspect of network marketing that I didn't understand a very simple concept. Network is the first word in that phrase, and it was the networking part that spoke to me and to who I really wanted to be as a person... who I already really was.

All of a sudden, I was on fire! I didn't have to be anybody different. I didn't have to be special. I didn't have to look for people to sell to. All I had to do was be myself. What a huge relief! What a release!

That day changed my life and my path.

I started to view my business as the vehicle that allowed me to meet the people who needed me, instead of meeting people that I needed.

Over the years I have found homes for kittens, helped a family to a shelter, and took a woman in labor to the hospital because her husband couldn't get home in time, and stayed and breathed with her until he arrived.

I helped a young man find a job, gave a mom advice on a wayward teenager, and recommended a daycare center for a single parent. I taught people what I had learned about communication, money, and business, and I did it all without selling a thing. I developed a six-figure income and never sold anything any day in my business life.

Now, I know on the surface that many of those things appear to be unrelated to business, but that is what is so wonderful about this business. You see, each one of those people became a part of my business over time. They remembered me for the networking, not the marketing, and when the time was right for them, they each, on their own, came to me with questions about my business.

After ten years of simply reaching out to people—networking in the true sense of the word—and making a difference whenever I saw an opportunity, I have developed a list of friends all through my community and all over the world.

The very best thing about network marketing is the NETWORKING!

If you take the opportunity to really understand what that means, and if you get good at it, then not only will your business explode, but you will attract the kinds of people into your life that will become your lifelong friends and supporters.

The principle and practice is simple:

Whenever you meet someone, practice great communication skills. Talk with people openly, ask them questions that are of interest to you AND them. Listen for ways that you can offer assistance or add value to their lives.

Something very exciting happens when you remove yourself from the center of the picture and focus on someone else.

The first thing that happens is that you stop being self-conscious. You see, when you are aware of being “nervous,” you are automatically thinking about yourself. Nervousness or shyness are self-indulgent feelings that keep you from developing meaningful relationships with others.

Once you get good at it, people are drawn to you like a magnet, and the Law of Attraction is at work. The people who network for the sake of others are the happiest and most magnetic people on the planet.

You see, it is truly IMPOSSIBLE to be unhappy when you are

100% focused on how you can serve. It is impossible to feel insecure, nervous, shy, or self-conscious when you are on a mission to better someone else's life. And the simple act of taking the light off of yourself and shining it on another actually shines it back on you in the nicest of ways.

The best thing about network marketing isn't the money, it isn't the time freedom, and it isn't being released from the nine-to-five drudgery.

The best thing about network marketing is the ability to reach out and make a difference in the life of someone else from the purest perspective of giving unselfishly, understanding that the Law of Attraction will be at work in your life, fervently returning the energy to you that you so freely send out. When you abundantly and unselfishly give, you can be neither unhappy nor poor, and when you truly embrace the concept with crystal clear vision, your business, your personal life, your social life, and your bank account will be overflowing.

Shelley Penney retired from her full time nursing career ten years ago after just ten months working her home business. She is a mentor to many, and works with a servants heart and a philosophy of abundance. Aside from her own personal successes in network marketing, Shelley is co-founder and master trainer of Prospex (<http://YourProspex.com>) a company that teaches home entrepreneurs the principles of success. In keeping with Shelley's belief that every success is important, regardless of company affiliation, Prospex training is free for everyone. Shelley is also loving wife of Jim, and they are raising Justin (17 years old) and Alyssa (16 years old) from their home on the beautiful Saint John River in Canada.