

**Network
Marketing
Can
Provide a
Venue for
You to
Become a
Great
Leader**

People from all walks of life, with varied education and income levels, have an opportunity to develop leadership skills in this business that will assist them throughout their lives, regardless of whether or not they continue to be involved in network marketing.

There are so many opportunities to achieve financial and personal success in this world. I believe that opportunity maintains a constant presence in our lives. Our ability to be ready and take advantage of it... that is the challenge we all face.

“The future belongs to those who prepare for it.”

— Ralph Waldo Emerson

Investing in real estate, the stock market, starting a traditional business, or rising through the ranks of a corporate structure are various ways in which individuals achieve. All have merit. In fact, I have taken advantage of each of them. Network marketing is another avenue through which people can seize opportunity and create success.

I have been an outspoken critic of many aspects of this profession. In spite of

voicing my concern and criticism, I still maintain that this industry offers individuals an opportunity to achieve great successes in multiple areas of their lives.

The opportunity to associate with like-minded people that care about their families and their country, and who are willing to help you navigate your way through a business model you may be unfamiliar with is only one of the many benefits of network marketing.

Learning how to lead as you follow someone that places your success above their own is yet another.

Taking time to sit down with your family to share goals and aspirations while collectively working to achieve them is still another of the many benefits of this business.

Facing failure... failing... and standing up once more to go again is probably one the greatest lessons you will learn. This particular lesson—because it helps define who you are—is an important aspect of laying claim to your ultimate success.

“Mistakes are easy, mistakes are inevitable, but there is no mistake so great as the mistake of not going on.”

— William Blake

These are but a few of the benefits of network marketing. Of course, you can experience these in other business endeavors. In fact, you should.

However, network marketing can offer you the opportunity to experience them in an environment where your failures are

cushioned and your successes are celebrated much more so than in a conventional business setting.

It would be unwise to presume that all network marketing companies are similar. Nothing could be farther from the truth. In my fifteen years in this industry, I have seen what I consider to be the best and the worst. It is crucial that you do your due diligence, as you would before investing in a stock or buying real estate or entering into a partnership with someone. Do not let the emotion associated with an opportunity meeting be your deciding factor.

You must understand the role that products/services, corporate leadership, field leadership, compensation, and timing play in your potential success or failure. Don't let your unfamiliarity with these issues keep you from investigating them. While this book is not really designed to address these issues, I believe they are worth noting. Follow your instincts, as they will be instrumental in helping you find the right place to be.

In my opinion, the greatest benefit of network marketing is the opportunity it provides for leadership development.

People from all walks of life, with varied education and income levels have an opportunity to develop leadership skills in this business that will assist them throughout their lives, regardless of whether or not they continue to be involved in network marketing. Never underestimate the serendipity associated with opportunity.

In order to take advantage of this aspect of network marketing let me offer you the following ten suggestions:

Understand that great leaders are great followers.

They simply show better discernment for who they follow.

Having had the great fortune of interviewing some of America's greatest success stories, I've learned that each one of these leaders was also a follower. They always talked about their mentors—the people that impacted their lives and their decisions.

Never be afraid to follow... just pick wisely, as your future can depend upon it.

Serve your team and your customers.

Of course you are working to attain your goals, but you can only do so long-term by serving your people. In a conversation I had with Admiral Thomas Moorer, former Chairman of the Joint Chiefs of Staff, he told me, "You win leadership when you serve your troops... not your superiors. If you are serving your troops honorably, you are doing likewise for your country and your leaders."

When you want to quit... do not.

While this is easier said than done, I believe it is one of the great separators of people in this industry. One of the obvious differences between those people that claim success and those that do not is the ability to fail and then reengage.

Since the "price of admission" in network marketing is generally low and you usually have another primary source of income, it is easy to quit when things are difficult. Simply put: do not.

Stop looking for courage.

So many people are waiting for a magical moment in which they will find the courage they need to act. Please understand that courage finds you, not the other way around.

Courage finds people that have practiced sufficiently enough to proceed. Get in motion as quickly as possible, so that courage knows where to look for you.

Take responsibility for your failures and give credit for your success.

Great leaders always bare the brunt of missteps and give credit to their team for the victories. As a leader of people, you must be willing to set aside personal acclaim for the benefit of the people around you. Remember, your success is incumbent upon them finding value in their own individual businesses. Make sure your actions will facilitate that.

It's not what you say... it's what you do.

One of the greatest downfalls of people in network marketing is that their words and their actions are not consistent with each other.

While proper planning and consistent effort will allow you to build a successful, independent business, the strength of your character will determine the real intrinsic value of the business you have built.

I have witnessed so-called leaders create a tremendous amount of sales volume. Unfortunately, since they displayed poor character, they were never viewed in an admirable fashion. Their journey in this industry is stained. I would suggest that they will never feel the emotional gratitude that comes with true leadership.

"You are never as good as people say you are, and you are never as bad as they say either."

This advice came from my dad. He was the chief of staff for the oldest and longest-serving senator in the history of the United States. As I began to experience success in my life, he told me

that success brings with it both allies and foes. At their extreme, they either raise you higher than you should be or they bring you down lower than you should be. Neither is correct.

Stay grounded, appreciate your success, and never believe the glowing things written about you in the press. None of us are that good.

Cast your vision farther than you think you can.

People have a tendency to set goals that are below their potential, because they are afraid of failing. Great success stories are filled with more failures than victories. Your success will be no different. If you are going to work diligently you might as well set goals that require great expectations.

I know something about you that your family already knows: *when you give your best effort long enough, doing the right things, you will succeed. It might as well be for something magnificent.*

Read books.

Learn from other people. Read about other people's struggles and ultimate success. You will realize that your struggles oftentimes pale in comparison to theirs. You will be reminded of why you must finish what you have begun.

It is not simply about making money. In the right environment that will happen. It is about reaching beyond who you think you are and finding out whom you can become.

Measure Up!

When I was a child growing up in Georgia, I lived about eleven houses away from my grandparents. Each day after school I would go to their house. During the course of the day my grandmother would always look me in the eye and say,

“Measure up. Live up to your potential. Do something great with your life.”

The network marketing profession, probably more than most, offers you the opportunity to do just that. At this point, it is not simply about products and services; it is about you. What is your legacy? What will your example teach your children? This is much bigger than the particular business you represent.

Network marketing can provide a venue for you to become a great leader.

Assuming you are associated with the right business and are willing to work, you will make money.

The greatest joy will come as you look around and realize that people are following you, because of the type of person you have become in the process.

Please know in advance, I look forward to applauding your success. I will leave you with words from my second book, *Living to Win*.

**Dare to step out,
Dare to achieve, and
Dare to do something great with your life.
Life is too short and too precious to settle
for second best.
Live your life to win!**

Bo Short is an author, speaker, radio personality, and leadership expert. Among his MLM credits, he was an Amway Diamond, an MLM company owner, and achieved the rank of Diamond in Univera

It's Time... for Network Marketing

LifeSciences faster than anyone in that company's history. He has been featured on the cover of industry magazines and highlighted in a Wall Street Journal best-selling book about network marketing. As an industry advocate, Bo played a critical role in a Dateline NBC expose that uncovered and discussed specific problems that had been limiting the success of many faithful, yet fledgling network marketers. He also serves as president of the American Leadership Foundation and sits on boards and committees for numerous national nonprofit organizations.

Bo has spoken around the world to more than 1,000,000 people in twenty-one countries. He shares his leadership insights with corporations and universities. For a FREE report that will help you explode your personal network, visit <http://BoShortOnline.com> and download Bo's FREE Report, *Foundation for Success: the 5 Pillars of Leadership Power*.