

**The
Blessing
of Free
Enterprise
Is that
Everyone
Benefits!**

The beauty of building a successful network marketing business is that it can only be accomplished by serving others.

In a free enterprise-based economy, the amount of money one makes is directly proportional to the number of people they serve.

The Reverend Dr. Martin Luther King, Jr. said, “Anyone can be great, because anyone can serve.”

Imagine that; anyone from any background, should he or she decide to serve others, can become successful. And a deserved part of success is wealth—the ability to live life more and live more life.

Financial success via network marketing—based on the above premise of free enterprise—can allow you to be more, have more, and do more. Building a vibrant and successful network marketing organization, you can work with whom you desire, travel or not travel as much as you want, send your children to the schools you see fit, donate more to the charities in which

you believe, and overall... simply have more choices in life.

Wow!

And all this, because you got behind a particular product or service aligned with a company you believe in, a group of people you've gotten to know, like, and trust, and decided to serve growing number of people by bringing to them the benefits of the products, services and/or opportunity you represent.

Free enterprise rewards that which is good about human nature and discourages that which is bad.

How so? Perhaps an explanation is called for due to today's general misconception of what the term "free enterprise" actually means... as well as what it *doesn't* mean.

Free enterprise, the economic and political doctrine holding that a capitalist economy can regulate itself in a freely competitive market through the relationship of supply and demand with a minimum of governmental intervention and regulation, should not be confused with "making the sale by illegal or unethical means." That is not free enterprise; that is not capitalism. It is theft. (Example: Enron was *not* an example of capitalism/free enterprise. Mrs. Fields' Cookies *is* an example of capitalism/free enterprise.)

The natural tendency of human beings (both buyers and sellers) to want what is best for themselves is the very best regulator of business that has ever been discovered. Because of this, the good in businesspeople is rewarded, and the bad is discouraged.

Those who build their business with honesty and integrity develop great

reputations; people begin to “know them, like them and trust them.” People desire to do business with them... and they do.

A sale can be made via dishonest means, maybe several—and let’s face it, at times and in certain circumstances and situations, even many. An organization can begin to form through false promises and can even be momentarily profitable. However, all too soon a person attempting to build a business that way will see their lack of ethics catch up to them. Their negative reputation spreads, and their sales and business structure will crumble faster than a stale cookie that falls on the floor and gets stepped on.

On the other hand, those who’ve proven to be long-term, mega-successful leaders have consistently learned how to do the business, they’ve worked at it consistently, and they’ve led their organization by way of example.

Their example says, “Keep your eye on the ball and take your eyes off yourself. Keep serving others. Provide the best value to your customers and the best leadership to your organization.”

More network marketing superstars have achieved great success in this manner because it coincides with a basic human principle: “All things being equal, people will do business with and refer business to those people they know, like, and trust.”

There’s nothing “namby-pamby” about this. It’s based on what is called “enlightened self-interest.”

In a free enterprise economy, we benefit ourselves *only* by benefiting—and to the

degree to which we benefit—others.

As Adam Smith explained in his classic, *The Wealth of Nations*, “It is not from the benevolence of the butcher, the brewer, or the baker that we can expect our dinner, but from their regard to their own interest.”

In other words, they must serve us to make money. Not only that, they must do so better than their competitors. Well, it's just the same for a network marketer.

You are challenged to share your products, services, and/or opportunity with others and to educate and persuade them that, as a result of doing business with you, their life will be better.

Depending upon your product or service, it will provide them with more convenience, health, beauty, safety, peace of mind, protection, or whatever advantage it provides. If you're sharing your opportunity with them, then it is the lifestyle of time and financial freedom you are selling.

Either way, it's in your best interest to be of benefit to them and to serve *their* best interest.

Can you think of any other business model that, by the very nature and structure of its design, encourages one person to benefit so many others? I mean, unlike the corporate structure of defensively feeling the need to keep those who joined after you and are lower on the “totem pole” down and struggling, in network marketing, you actually advance the more you help *those who joined after you* to advance!

There are many fine businesses out there. A very good living can be made in numerous fields. And, owning a traditional business is typically a good idea, so long as you're prepared to work

hard, learn your craft and, in most instances, work with employees and teach others in your company how to do your job.

One disadvantage is that, often, the very people you've invested time, energy, and money in training will go off on their own and (Heaven forbid) compete for your customers! How many times has that happened? Far too many for those it's happened to even once.

In other words, if you're in a traditional business and you grow a successful "employee," you have more than likely just home-grown your future competition!

Conversely, in network marketing, because the person in your organization will always be in your organization, the best thing you can do for *yourself* is to help this person grow their business. Why? Because, since they'll always be in your organization, you have a "vested self-interest" in helping them to become successful (which, by the way, is the same vested self-interest the person who recruited you into the business had for himself or herself... and ain't that great!).

It seems as though, if you keep your focus on serving and leading (what the Reverend Dr. King referred to as "Servant Leadership") then you have an opportunity to live a life and lifestyle only imagined—if even that—by most people. Even better, you will be in a position to help others do the same.

The beauty of building a network marketing business—perhaps the most remarkable example of free enterprise ever created—is that a person who truly seeks an opportunity to better himself/herself, their family, and their general lot in life can take themselves from wherever they are now to a much better economic place in the world by serving others—and only by serving others. Remember...

“In a free enterprise-based economy, the amount of money one makes is directly proportional to the number of people they SERVE.”

And it follows, of course, if you want to make a lot more money, then simply find a lot more people to serve... and serve them very well.

Bob Burg is an internationally known speaker and the author of the underground best seller *ENDLESS REFERRALS: Network Your Everyday Contacts into Sales*. This business classic (over 150,000 sold!) has just been totally revised and expanded. You can purchase the book and/or sign up for Bob's weekly "Endless Referrals Video Briefs" by going to Bob's website at: <http://Burg.com>.