

The Business of Hope

I was a new mom, looking to stay home with my newborn son. I wasn't really looking to get rich, or even set the world on fire—although I did allow my mind to dream a little about what that might be like.

Network Marketing. It's a term that typically conjures up strong emotions, on one side or the other. It deserves a chance to be accurately defined, that's for sure. There are many misconceptions about what this business is and does.

When I decided to join the ranks of network marketers, I was only looking for a few things: A way to generate some income to stay home with my children... Some flexibility around my hours... Adult interaction, or a way to keep my foot in the "grown up" world while being home with toddlers

That was really about it. However, what I got was a list quite a bit longer. Here's what network marketing has given me so far:

- Generated enough income to allow me to stay home, and for my husband to stay home as well if he chooses
- Funding to invest in other income-producing assets
- Self-funded Retirement and College Tuition Programs
- Total flexibility around the hours I work, my workdays, and with whom I work

- Great adult interaction and a business my kids enjoy, too
- Coaching and listening skills
- Communication skills
- New friends, beyond my wildest dreams
- Personal success
- Business success
- The greatest self-development course in the world

When I first started looking into the home based business arena, I was convinced of one thing—I needed to steer clear of that thing called “network marketing.”

I wasn't exactly sure why, but “they” all said it was bad; a scam; something to be avoided.

Why was it, then, that everything I was looking for in a business kept directing me back to the business of network marketing?

I'm forever grateful for the day that I put my skepticism aside and decided to find out for myself what this business really is—and more importantly, what it *isn't*. That day ultimately changed my life. I hope you'll create a day like that for yourself, and allow this profession to transform you and your life.

That was nearly thirteen years ago, and today, I am able to put so much of what network marketing offers into words, feelings, and experiences. One phrase that sums it up best for me is that it is the business of hope.

This industry provides hope in so many ways.

My story is similar to many and may ring a bell with you.

I was a new mom, looking to ensure that I would be able to stay home with my newborn son, and any other children who might

come along. I wasn't really looking to get rich, or even set the world on fire—although I did allow my mind to dream a little about what that might be like.

It wasn't long before my mind expanded to embrace the possibilities available through network marketing and I went about doing some serious goal setting.

Seeking to secure our financial future outside of the airline industry, my husband and I began our network marketing journey together, working side by side. My vision was that he would do the "list making," the prospecting, show the plan, do the follow up and sign them up. I would assist with training, and of course, cash those big, fat paychecks.

And that's a lot of how it went for the first three years. Although I carried out a few of his "duties," he did the bulk of the work. That is, until he came home one night and announced that he was worn out... and done with network marketing. He could not work his full-time job, have time for his family, and also work this business. "But," he announced, "I will support you all of the way if you decide to continue."

Wow, thanks a lot, I thought. Now, how was I ever going to get to those big, fat paychecks?

That's when I first realized what everyone meant when they said this was a business about personal growth and development. If I really wanted to create the success I desired, I was going to have to go to work on myself first.

See, deep down, I wanted everything that network marketing offered, but I didn't really want to be the one to stretch myself and go after it. I was content to walk across stage on my husband's arm, looking adoringly at him, flashing my diamond ring.

That illusion was shattered when my husband said, "No more!"

I had to make a decision.

Change or abandon my dreams.

That's when I realized the importance of personal growth, development, and working on myself. I found mentors and empowered myself to lead my own changes... and my own business.

It wasn't long before I realized that I really did have the ability to chart my course and create my own history the way I wanted. I had the ability to shatter glass ceilings and earn more as a woman than I had been able to before.

The best thing about the entire process is that there were many people along the way to cheer me on, to assure me that I could reach my goals, and to support me in moving ahead. It was so different than corporate America, where climbing up the ladder of success almost always meant stepping on or over someone else.

So, what specifically does it take to succeed and how does this differ from conventional business?

Many people (myself included) make the mistake of wasting a lot of time and energy looking for the "secret" in this business, the Holy Grail that's going to make the difference between failure and success.

They waste time looking for that perfect "script" to say to people, or that perfect "sizzle call" to dial their prospects into, or some elusive something they have not quite grasped yet that's going to change everything.

The real secret to this business is... there is no secret.

The Holy Grail that does exist is that of working on oneself; understanding what skills and beliefs are required and spending time every day working on your mindset and your ability to attract exactly what you desire.

Once I began to work on myself, amazing things started to unfold for me. Prospects began to call me... people signing up were a consistent weekly occurrence... attrition rates dropped, and I began my rise to the top of my company's pay plan.

How I went to work on myself really came down to a few simple things:

Focusing on feeling good and expecting success to come my way ALL THE TIME.

I stayed tuned into my “positive meter” and made sure that I did not make calls or speak to people if my attitude and mindset were not at a ten or above.

I did these things by spending time—twenty minutes in the morning and twenty minutes at night—focused on exactly what I WANTED to have show up in my life, and focusing on what I knew that would feel like once it arrived.

And, like magic, I began to take inspired action. I would wake up knowing what I wanted to accomplish for that day and what steps would be required to have that happen. I went about taking these steps joyously in anticipation and expectation of what would show up.

It really was as simple as that.

So, that's what I mean when I say network marketing is a course in self-development. Yes, we have awesome products and a great moneymaking opportunity, but beyond that...

We are committed to assisting YOU in being the best you can be in all areas of your life.

The skills I have developed have prompted me to now focus on creating a win-win in every relationship I encounter. It's no longer about "getting the sign-up." It's about seeing how I can serve another person and what I might bring to the table to enrich each person's life through the business and through a connected relationship.

I simply cannot imagine my life without network marketing.

I cannot imagine not being able to have the interactions with all the positive, like-minded people this business has placed in my life.

What are you seeking to find in your journey through network marketing? Are you looking for financial freedom... time freedom... to learn great new skills... to have great new relationships?

You are surely in the right place if your answer is yes. Even if you only seek one of those things, stick around and you'll find that you won't get one without all of the others.

Jackie Ulmer, a veteran home-based business owner of thirteen years, has coached and trained thousands of representatives both inside and outside of her own sales organization of 7,000 ScentSations representatives. Her primary goal to help others succeed has propelled her to become a Platinum Director (a new position created for her as she went higher in her program than anyone had before) and a six-figure income earner. Jackie and her husband Mark have two children, Justin, 13, and Lexi, 10. They live in their dream house in Lake Arrowhead, California.

You can learn more about Jackie and sign up for her free newsletter at: <http://StreetSmartWealth.com>.