

The  
Greatest  
Thing  
About  
Network  
Marketing

*You can hide out in many companies and organizations, but not in this business. Network marketing requires you to truly be a giver. It requires you to be a true leader. And the success of your giving and leading are fairly gauged by your results.*

Two great things about network marketing are:

1. It requires you to truly be a giver.
2. It requires you to be a true leader.

First, let's look at the necessity of being a giver in network marketing.

**The very structure and design of the business model requires you to be a giver, adding value to people and to the marketplace.**

There are many fine businesses out there, but the structure of corporations and even most small businesses doesn't require giving. In many corporate environments, you can make yourself valuable by holding onto your knowledge, so that it is hard to replace you. This is called the "middle management syndrome." It forces you to take from others' careers to enhance

your own—at least in the short run.

Not so in network marketing. You must share your knowledge. If you don't give your knowledge away to others, you won't make any money, and there won't be real residual income, because you will not build a team.

**In many business environments, you can be greedy for a short time. Witness the corporate scandals of Enron, Tyco, Arthur Anderson, and (too) many others. With greed, you'll never get off the ground in network marketing. You don't have to tell people you are primarily all about your own paycheck, they can feel it and won't do business with you or join your organization.**

In most businesses, you can be self-centered and still create a fair degree of success. In network marketing, if you are self-centered, you will wear yourself out on a roller coaster. You may create short-term sales, but not a growing, lasting team that gives you residual income. You are constantly starting over from scratch.

In most businesses, people give what they want to give (which is not really giving). Real giving is giving what is truly needed and wanted, not just what we want to give.

In network marketing, if all you do is talk about your business opportunity—what you think you have to give—very few people will respond.

Once you get into what it is that other people want, what their

challenges are in creating that, AND you provide solutions for them, then you make a fortune and feel good doing it.

In many traditional business organizations, you are forced to carry many people who really don't want to contribute, but are there to just get a paycheck. Network marketing, like the Bible story of "The Ten Talents," only pays those that can contribute by giving value to other people and the marketplace.

Let's talk about leadership.

I define a leader as:

**One who interferes in other people's lives and causes them to do what they otherwise wouldn't do, in terms of what matters to them.**

Before you choke on that, let's break it into bite-size pieces.

"In terms of what matters to them" means what matters to the other person, not to you. If you interfere and cause them to do what matters to you, that's manipulation.

To "cause them to do what they otherwise would not do," refers to the fact that almost every human being's decisions and behavior are determined by their subconscious belief systems. "As a man [or woman] thinketh in his [or her] heart, so is he [or she]." It's the secret of the ages.

These subconscious belief systems are like colored sunglasses through which we view life. These beliefs often develop so early on that we can't recall being without them. These sunglasses are our belief systems around commitment, trust, and who we think we are. They end up limiting our goals or even preventing us from having goals at all. They determine how we listen or don't listen. They determine whether we

prospect people or not, and they impact how we prospect.

When you breakthrough these sunglasses and have a revelation, it affects not just your network marketing business, but every aspect of your life.

## **Your network marketing business exposes these belief systems.**

As long as your sunglasses are making most of your decisions, you are not in control of your life. You know you are not in control when you cannot produce the results you say you want.

Now, let's deal with the word "interfere," since many people have an initial negative reaction to this word.

Most people, very deep down in their subconscious, have bought a belief they are separate from other people. Our eyes tell us that our bodies look different and separate in a thousand ways: color, size, sex, location, dress, etc.

But suppose people were like islands instead. Most of a human being, like an island, exists below the surface where you cannot see what's there. Islands—underneath the water where the eye cannot see—are all connected.

## **Just like islands, people are connected, too. We just can't see under the surface with the human eye. Interfering in another person's life is, in a very real sense, interfering in our own.**

If you care about other people and see they are not getting what they want because of their belief systems—and if we are, in fact, connected one to another like islands—then we are obligated to do something about it.

This does not mean you can be obnoxious or manipulative under the guise of interfering. This is not a license to do whatever you want. In fact, it naturally limits us to taking action only when we know what it is other people truly want.

There is no fairer way to gauge anything than by results—often harsh, always fair. I must have heard that 1,000 times from my mentor. That is the greatest thing about network marketing.

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Brian is founder of Klemmer & Associates, which has produced results in companies such as ITT Sheraton, Hewlett Packard, American Suzuki Motor Corporation, as well as many network marketing companies. He the author of the best-selling book, *If How To's Were Enough We'd All Be Skinny, Rich and Happy*, which discusses many of the key principles and founding concepts he has used to build both his company and his phenomenal, results-producing seminars: Champions Workshop, Personal Mastery, Advanced Leadership, and Heart of the Samurai. To visit his website and sign up for his free newsletter, go to: <http://Klemmer.com>

