

The  
Network  
Marketing  
Success  
Puzzle

*You've got to love helping people. You've got to love helping people realize their dream and understand that they are capable of achieving their dream in network marketing.*

**Bob, why is success in this business a puzzle for most people?**

The puzzle exists in the fact that people know what to do and they don't do it, and they don't know why. There are two areas of the mind. The educated or intellectual side of the mind knows what is required to be successful in network marketing. But that isn't the side of the mind that controls our behavior. The side of the mind that controls our behavior is not programmed for success with a network marketing model.

We're programmed genetically and environmentally. Paradigms are not just a buzzword. Paradigms are really the cause of all kinds of problems for all kinds of people. Paradigms are nothing but subconscious conditioning. We're conditioned genetically—that's why we look like our relatives—and then we're conditioned environmentally by the people that surround us in our little life.

**We've moved into a new economy.  
Network marketing is truly the**

## **distribution system of the new economy— there's no favoritism, there's no nepotism.**

In the old economy there was waste, favoritism, and nepotism; therefore the cost of doing business skyrocketed. It had to come to an abrupt halt.

But in this new economy, we are working with the wrong programming. We're living in a different world; the Internet has changed our world... that little chip has altered the world we're moving in and if we don't adapt to the new world... we're sunk.

### **So what are some of the pieces that put the puzzle together, Bob?**

First of all, I think the major understanding is that *givers gain*. The law says, "as you sow so shall you reap." Whatever you give, you're going to get. Well, there are people out trying to *get* somebody into the business; they're trying to *get* a bigger check, and they're not going to win.

## **You have to literally fall in love with the idea of network marketing! It's one of the most phenomenal concepts I have ever seen in my entire life!**

You've got to love helping people. You've got to love helping people realize their dream and understand that they are capable of achieving their dream.

Now I know you hear this all the time, but in most cases it's shallow rhetoric; there's no real energy behind it. You hear people say, "I really love giving," but the truth is they are trading, they're not giving at all.

A person is an expression of the Universe. You're dealing with the Universe, you're not dealing with John, you're not dealing with Bob, you're dealing with the Universe and when you put

good energy out (and you can put it out all kinds of way, it might be a thought, word or an action, but it's good energy out) the Universe will always send it back! It has no choice in the matter! That's the law of our being.

**So, you give to get... what else with network marketing?**

In network marketing, most people coming have an employee consciousness. In network marketing, you're an entrepreneur. As an employee, somebody tells you what time you have to go to work, and so you go.

In network marketing nobody says you have to go to work. You have to make the choice yourself, and most people make the wrong choice. They're really up to date on *The Price Is Right* or *Wheel of Fortune* or what's going on in the news, but they're not disciplining themselves to work consistently for a certain period of time. The wild part about this is, if you only put in a small amount of time, but you do it *consistently*, and you only follow through on certain suggestions *consistently*, the success that you can achieve will be way beyond your wildest dreams.

**What else do we need to change from the employee mindset to the entrepreneurial mindset?**

I don't think it's that there is so much to change; it's putting in the time to change it. We're programmed along a certain line of learning and we never really *learn* that much, we gather information. But if people would have *learned* more, they would have demonstrated it in their results.

My life changed like night and day. It was shocking to me and everyone who knew me. My income went from \$4000 to \$175,000 and then to over a million, and I really didn't know what I was doing. It took me nine years, but I did very well at it. Now, I was reading the same book *every day* and I am still reading it... it is sitting right in front of me. It's Napoleon Hill's book, *Think and Grow Rich*, and I've been reading it all this time. Then I got a hold of Earl Nightengale's condensed narration of the book and that led me into other recordings that

he had and I would listen to them over and over. I literally got to the point where I could go word for word with Nightingale on that record.

And you know what? This didn't make any sense any sense to me, didn't make sense to anyone who knew me. They thought, "He's listening to some guy on a record who is saying the same thing over and over—he's really losing it!" I made everyone listen to it every morning and some people began to hate me for it. But they also got reprogrammed.

## **It's repetition that programs us, and it's repetition that will change the programming.**

The problem is that it is totally illogical. We've been programmed to read a book once and put it away. Maybe we read a paragraph out of it a couple of times, but logic would say, "You've already listened to it; you already know it, so why would you want to or need to listen to it again?"

It's the "un"-logical, it's the uncommon thing, that changes the paradigm. And if a person doesn't change their paradigm when they come into network marketing they are going to be miserably disappointed. Napoleon Hill calls it the graveyard of dead hopes and the front porch of opportunity, and you know something? It's both!

### **So what other paradigm changes do we need to make to be successful in this business?**

One of the first paradigm changes we have to make is how to change a paradigm. Learn what a paradigm is and gain an understanding of what it is and why we do what we do.

If you had someone follow you and had them log or journal every move you make, and maybe record everything you say, you would discover that almost *everything* you do you are

unconscious of doing, you just automatically do it. When we sit down to eat we don't ask ourselves, "Hmmm, how am I going to get that into my mouth?" We just automatically start to shovel it in.

We have to learn how to focus on what we are doing, and we've got to understand why we are doing what we're doing. We've got to see the power of paradigms. They control our life!

**And changing paradigms requires....?**

It requires understanding. We have to understand the mind and how it works. Most people say, "Well I read those books. I understand all that." Listen, I talked to a man this morning, he's in network marketing and he is earning nothing, nothing! He's been in it for about five years. His wife works and earns around \$75 - \$100,000.00 a year, and he's asking me what he has to do.

I said, "Tell your wife to quit work!"

And he remarked, "Well, I don't want to go right into the deep with this."

So I said, "No, you want to sit home and play around worrying about what other people think, while your wife keeps you. You have to look at the reality of this until you get so disgusted with what you're doing that you will change your paradigm."

This is a true story. He's a nice guy. He's a bright guy. But you know what he's concerned with? He's concerned with what other people think when he phones them and they find out it is network marketing.

**I told him he wants to be so darned excited when they ask him if it's network marketing he'll shout, "YES! Yes, it is!"**

That is exciting! And if somebody starts to laugh at you, just say, "Wait just a minute. Do you understand it? Explain it to

me. Because if you don't understand it, then you're advertising your ignorance."

We are programmed to be concerned with what other people think. When we were little kids, doesn't matter what we did, the concern was, "What would the neighbors think?" Well, I found out what the "neighbors" think... they don't! Terry Cole-Whittaker wrote a great book entitled, *What You Think of Me Is None of My Business*.

I gave this man a question: "To respect and love me, who would I really have to be?" Then I told him to sit down and write out an affirmation:

"I am so happy now that I am \_\_\_\_\_"

And then, staying in present tense, write out who you would have to be. Then I said, "Go and BE that person."

**Bob, how do you go "be that person"? It's very simplistic without adding, "and here's how you do that."**

If a person is a mature individual, and they're not earning what they want to earn, they're not living the way they want to live and they're unhappy... what is their problem? *It's how they see themselves.*

If you're not doing a good job, if your wife or husband is 'keeping' you, you can't really respect yourself. And if you don't respect yourself you sure aren't going to love yourself. To respect and love me who do I really have to be? That runs very deep!

**We think in pictures, and we have a picture of ourselves that is programmed into the subconscious mind. It's our self image.**

Maxwell Maltz in *Psycho-Cybernetics* said it was the greatest discovery of his generation.

To respect and really love yourself, who would you have to be? Write out a description of that person and then be that person. That's not going to be an easy thing to do.

**That's what I was addressing, Bob. How do you go about being that person?**

An hour at a time, a day at a time, because, you see, if I'm concerned with what you think of me, then I'm lost. I have to be concerned with what I think of me. And I better really like me because I only have one life.

**This is about lifestyle and I want to enjoy this one life. I want to enjoy my family, I want to enjoy my health, I want to enjoy wealth, I want to enjoy my work, and I want to enjoy my day!**

If I don't love and respect me, I'm not going to enjoy much of anything. And I think there are a lot of people running around in network marketing that fall into that category. It's too bad, because they don't have to be there.

The beautiful truth is in network marketing you can change on a dime! I don't have to satisfy somebody I'm working for and be on probation for six months. I can change right now. I don't need anybody's permission, I don't need anybody's approval and if I change right now, I'm going to be compensated immediately for it; both from a psychic and a material perspective.

**So, are there any other "to do" action steps? The hour a day one day at a time?**

Napoleon Hill said, "You've got to have a definite purpose." Your purpose is why you're living. Then you have to have a vision of how you are going to execute your purpose. A vision as a long range view of a multiplicity of goals. The further you go down the road the wider it becomes and the more beautiful it becomes. When you've got the vision, then you set a goal.

The goal is to take the first part of the journey and commit to it.

**Bob, what's the *best* thing about network marketing?**

The best thing to me is its openness, its inclusiveness. It's not *exclusive* it's *inclusive*; *everyone* can be a part of it. There is no discrimination.

There is *always* something we can give. There is always something we can do. In *The Science of Getting Rich*, Wallace D. Wattles says, "Leave everyone with the impression of increase." It doesn't matter who you come in contact with, make sure their life is a little better because you've come in contact with them. There are so many ways we can do that.

And you don't share in order to get something back. You do it to help someone. The Universe will reward you because it all comes back. So another thing you can share is that network marketing is open. And it's open to everyone. We should understand that and mention it to as many people as we can.

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**Bob Proctor**, is a speaker, author and coach, and for forty years he has focused his entire agenda around helping people create "lush lives of prosperity, rewarding relationships and spiritual awareness."

In 1960, Bob was a high-school dropout with a resume of dead-end jobs and a future clouded in debt. One book was placed in his hands—Napoleon Hill's *Think and Grow Rich*. In just months, and with further support from the works of Earl Nightingale, Bob's life literally spun on a dime. In a year, he was making more than \$100,000, and soon topped the \$1 million mark.

Bob went to work for his real-life mentors, Earl Nightingale and Lloyd Conant. After rising to the position of Vice President of Sales at Nightingale-Conant, he established his own seminar company. Bob Proctor now travels the globe, teaching thousands of people how to believe in and act upon the greatness of their own minds.

You can learn more about Bob Proctor's live seminars, best-selling books and recordings at his website here:  
<http://BobProctor.com>.