

What's
So
Great
About
Network
Marketing?

I truly believe that we have entered the Renaissance of network marketing—the light-bulbs are going on and attracting freethinking, abundant people at an accelerating pace that cannot be stopped.

I'm sitting here in the Frankfurt airport waiting to catch a flight back home after a whirlwind tour through Germany, with a couple of stops along the way to Gotenberg, Sweden and London, England, and it just hit me.

I was honored to be asked by John Milton Fogg to write this chapter on what's so great about network marketing—but ever since he asked, I must admit, I've been stumped.

Not because I couldn't think of anything that's great about network marketing, but rather because I could think of too many things! How to narrow it down to just one thing I am most passionate about is a difficult task.

I have seen and experienced such great camaraderie, been able to travel distant lands, helped my mom buy the house of her dreams, and purchase a ski condo for myself. I have helped countless people get out of debt and go on to build a lifestyle that makes most CEOs green with envy, I've been able to donate money to my favorite charities, and the list goes on and on.

But all of these wonderful blessings really come down to one thing and one thing alone: People.

Great, wonderful, open-minded, positive people are what I am most passionate about.

Most people mistakenly think that their main product is whatever it is they're selling, and of course, it is in one way. But your real product, whether you're marketing cosmetics, skin cream, juice, nutritional care, jewelry, or cookware, is PEOPLE.

But not just any kind of people: more specifically, people who are seeking change.

But not just people seeking change: people seeking change who are ALSO willing to do something about it.

Network marketing gives these types of individuals a track to run on that comes complete with a system and a support team to facilitate the process. Our business model creates a culture that embraces the concept of abundance, and the belief that more for you is more for me, not the corporate-think of more for you is less for me.

An extraordinary thing happens when all of these elements are present—the result is positively combustible. When this happens, we get to witness the most magical of all human processes: transformation.

People transforming their lives by helping others succeed is the network marketing paradigm.

Watching the lightbulbs turn on as people realize that not only

are they in control of their lives, but also that anything is possible, is one of the most magical things I can imagine—the field of infinite possibilities... the domain of GOD.

No matter what your religious leaning, I think that we can all agree that there is a whole lot of God in each one of us. And when people are in trouble and need help in the form of more money, time, love, or caring—it's the God within another person that comes to the rescue.

To me, network marketing is a lifeline available to those special individuals who are willing to rock the boat, face some adversity, yet (not but) want to climb onboard despite all that—or even because of all that—and paddle like mad to safety and success together.

People who transform their own lives and then help others to do the same are the people who build the largest empires.

And it is the ability to interact and learn from these kinds of people that excites me most. I get enthusiastic about people with the courage and the determination to follow their dreams, especially in trying circumstances.

These are people who focus on the solution rather than the problem... people who understand that it's not the obstacles we face, but the overcoming of those challenges that really matters. The struggle gives us the opportunity to develop character, become true leaders, and as a result, attract other leaders into our enterprise.

For, after all, we are in the business of building and attracting people and leaders. And there's nothing I'm more passionate about than spending quality time with leaders around the world.

I truly believe that we have entered the Renaissance of

network marketing.

The lightbulbs are going on—attracting freethinking, abundant people at an accelerating pace that cannot and will not be slowed or stopped.

The reasons for this Renaissance are obvious: the Internet and other hi-tech tools have leveled the playing field and have empowered ordinary people to duplicate success far faster and more efficiently—and more globally—than ever before. Marketing plans have evolved, making the business more accessible and equitable to all.

Finally, any network marketing company that understands that PEOPLE are the lifeblood of the business should have at its core a charitable partner or a charitable culture.

It's often said that you are only as strong as your weakest link, so improving the quality of lives around the world fits into my humble yet unshakable belief that PEOPLE are what makes this industry of network marketing so great.

And once that lightbulb is turned on, it will never, ever go off!

Corey Citron is a network marketing superstar who has built an international Xango organization of more than 40,000 networkers in only twenty-four months. He's an Internet Marketing pioneer as well. He created the first online marketing system to enroll 100,000 members, and he did that in only eighteen months.

An entrepreneur since the age of nine—when he sold pita bread pizza to his classmates to finance the purchase of his first computer—after graduating from Stanford University, he opened a nightclub on South Beach at the age of twenty-two. After being introduced by a nurse in his father's office to direct selling, he realized that he had found his calling and has never looked back. You can learn more about Corey on his website, <http://CoreyCitron.com>