



## **DO YOU HAVE WHAT IT TAKES TO BE A NETWORK MARKETING PROFESSIONAL?**

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Network marketing is a serious business and should be taken seriously. A casual attitude towards the business will reap casual results and you will be the first casualty.

To be a network marketer takes the mind of the entrepreneur to the next level. An entrepreneur must have certain character traits that are necessary for success. Let's see what you have.

### **1. Desire to Succeed**

Desire moves people into action. Desire is what lies behind every action and is the common denominator of purpose. Desire is the fuel that powers movement. Desire motivates people to go into action makes the most of their efforts.

What is desire? What are the origins and roots of this powerful, inherent energy? Many people are held in bondage to their desires because they don't have a purpose. For this reason they can't do anything about them. Is it possible to free desires that are literally dying to get out? Can your efforts to satiate your desires lead to the unearthing of your purpose? Does your happiness depend on you satisfying your desires and your need for a specific purpose?

What is Desire?

Desire is to most people simply an appetite! Desire is an appetite that may be intellectual, sexual, physical, emotional or entrepreneurial, etc.

Is the proclivity of the your determination towards your goal of enjoyment and/or pleasure worth pursuing?

Desire is born as a result of specific sensory experiences that occupy your mind. Often, desire can be a not so positive thing, especially when you keep it locked up inside you tied with a ball and chain. Desire can be transformed into anxiety if you don't release it.

According to Augustine of Hippo (354 – 430 CE), you will read in his wonderful work, *De Civitate Dei*, or *The City of God*, book XIII, chapter 13,

“He rejoiced in his own freedom to act perversely and disdained the service of God. Therefore he was deprived of the obedient service that the body had until then rendered to him.”

Just as a man or woman discounts and disregards the teachings of Deity, the body, many times, ignores the needs and desires of his soul.

In the same way that people are disconnected from the divine will of God or your Higher Power, the body develops desires, which maybe in conflict with the best interests of your soul and your progress on this earth.

Desire is mentioned in the New Testament, in Galatians 5:17)

The desire of the flesh competes against the Spirit and the Spirit competes against the flesh, both are opposed to each other, so therefore you cannot do what you really want to do because there is conflict and there is no real inspiration or motivation to act.

It is essential to understand what desire is. The genuine entrepreneur does not settle for thinking, re-thinking or recycling old ideas, but persistently looks within himself for inspiration, motivation and ways to explode his ideas into realism. Therefore desire becomes the precondition, the ultimate requirement and the prerequisite for your success in this life and in your business. It is only through desire that your purpose will be manifested.

## **2. Self-Motivation and Self Discipline:**

Network marketing frees you from bureaucracy of an 8-5 job. You now become the CEO and Chairman of the Board of your own company starting at the top.

But being your own CEO doesn't automatically turn you into an immediate success. The dream and desire of your very own in-home business can only become a reality if you have the capacity and the desire to self-discipline and self-motivate yourself.

Owning a business requires you to do things you hate to do, such as selling, organizing, accounting, baby sitting people, expense reports and of course taxes.

There is no more boss looking over your shoulder. There is no more alarm clock waking you up at 6am in the morning to go to an 8-5 job. There is no more fighting traffic jams or working with people you hate to work with. There is no more parking fees.

Having your own business requires an entrepreneurial mindset where you accept responsibility and accountability for your actions and your results.

### **3. Be Hungry for Success:**

Are you hungry for success? Will you do what it takes to become successful? Do you have the determination to succeed? Are you willing to learn and to be coached? Are you willing to organize your life and your business? Are you willing to do the things failures hate to do? Are you willing to do more than what it takes to become successful? Are you willing to accept and reject rejection? Are you willing to be resilient and toughen up by taking everything that is thrown at you? Are you willing to forget your past and focus on your new future? Are you willing to love the people you serve? Are you so hungry for success and a better life that your palms are sweating and your heart is ready to explode.

Many of the really great network marketing success stories have come from challenging circumstances, just like mine. Many of the greatest network marketing success stories are gift wrapped around individuals who lost their jobs, couldn't feed their families or were losing their homes, cars and even their families. Why were they able to succeed and in my case, in such a short period of time?

When I think about being hungry, I can't help but think I was almost, literally starving and it was for more than just food.

I knew if I was to succeed I had to have a motive, I had to be organized, I had to be prepared, I had to be ready, I had to commit to working harder than at any other time in my life, I had to self-discipline and self-

motivate myself but most of all I had to de-program and re-program my mindset and re-invent myself. I needed courage and determination.

Being hungry and wanting a better life for my family and myself was enough to get me started as a network marketing professional. Loving those I serve and serving those I love became my purpose and my greatest motivation. My son Sean and his wife Crystal went through many great challenges but through my example of self-discipline, self motivation and a commitment to service, They too now embrace an abundant life filled with joy and happiness. I can honestly say that both of our families found success because we were hungry and we were hungry to serve.

#### **4. Get out of you Comfort Zone:**

Get out of your comfort zone and enroll your family, friends as well as your peers to help you build your business. This is a good thing and it can save you a lot of time and money in advertising and marketing costs. But most importantly it's a lot of fun and brings all of you closer together as family and friends.

Network marketing is an exciting business to be in and it's all about socializing and helping each other. It's all about teamwork. It's not so much about duplication as it is about inspiration.

Today many families are hurting and hurting badly. Many breadwinners have lost their jobs and their homes. Divorce is at an all time high as is the repossession of cars. Credit card debt is overwhelming families and many people are now unemployed and underemployed. You know there is a problem when you find people with Master's and PhD's driving cabs or selling on the floor of Sears.

Open your minds and your hearts to all the opportunities that surround you everyday. The greatest tragedy is when you ignore them or procrastinate. You have been programmed ever since you were little to get a job and earn W2 income.

You are better than that. You can enjoy the fun, the challenge and the rewards of your own home-based business. You just have to de-program and re-program your thinking and imagine yourself as a successful entrepreneur, enjoying a life of abundance and success.

If you are not hungry to become better and to live a better life, get hungry because your children and your grandchildren are going to need your help in the future, as if they don't need it now.

## **5. Never Give Up:**

A business of your own is fun and can be very rewarding in more ways than one but it takes a strong positive attitude. It takes resilience and courage. It takes persistence, perseverance and determination as well as a never give up or never quit attitude.

When you start out in your very own business, it is going to take an incredible amount of hard work but that's OK. You are now an entrepreneur. You are going to experience overwhelming disappointment and discouragement but that's OK too because you are an entrepreneur. You are going to be rejected a few times but that's OK, you are an entrepreneur. You are going to make many mistakes but that's OK, because you are an entrepreneur. You are not going to please everyone and you will have many challenges, that's also OK because you are an entrepreneur.

You are an entrepreneur now because you have your very own network marketing business and that's what entrepreneurs do, they withstand everything that is thrown out at them and they learn from those experiences and grow from them.

They work hard because they know the value of helping others and they know the value of residual income. Most people that live in those big houses, drive those magnificent automobiles, provide jobs for thousands and give lots of money away to charity are the entrepreneurs of the world who do not fear talking to people like most people do.

Always be a product result and people driven person. Let your purpose inspire, motivate and drive you. If there is one thing that most entrepreneurs have in common as far as their purpose is concerned, it is their focus on helping others succeed. This should be your purpose. Helping others should be the driving force that propels you.

Gratitude for all you've had in the past, including all the good, the bad and the ugly should have taught you much and helped you to be thankful for what you have now and will have in the future. Having your own network marketing business is not about you, never has been and never will be. It's all about them, it's always about those you serve. If you have a network marketing business consider it a blessing.

## **6. Can you Talk to People?**

Why is it important to take a hard look at yourself to see if you have what it takes to be a professional network marketer? Everyone loves to be around motivated and enthusiastic people, especially people that are not afraid to smile.

Most everyone will continue a conversation if you start one. Most people can't start one, especially with a stranger. Network marketing is a business of attracting people to you. If you want to learn how to converse with people, just do it and you will learn how and guess what? You will love doing it because it is one of the most rewarding things you can do in your life and in your business.

Understand that people will talk to you if you start the conversation and believe me, for most people, starting a conversation takes a whole lot of courage.

The greatest killer of a network marketing business is the fact that people are afraid to talk to people and start a conversation. It is even harder when you have been rejected a few times or if you have made a few mistakes.

A successful, network marketing professional becomes addicted to talking to people because they love what they do and the do what they love. A good network marketer knows people and knows their hot buttons. He knows how to talk to people, but most importantly, he knows when to listen and ponder what is being said.

Don't be overly concerned if you have problems talking to people. Don't let this cause you any concern. Even if who you know are few and far between, those people will know people who know people and so on. A good leader in your organization can help you in more ways than one to get contacts – first and foremost commit to the business and commit to being successful.

Customers won't re-buy from you and distributors will not respect you if they've had an awkward relationship with you. Customers and distributors never forget a bad experience with a person and this can profoundly

affect your business for years to come. It is important for you to learn to work with people's strengths and tolerate their weaknesses with patience. Never offend anyone.

## **7. Can you be Persuasive**

A network marketing business is all about your ability to sell products or services to people. A successful entrepreneur is able to convince, influence and persuade people to buy by creating a need for the product.

You need to be able to talk to people and convince them to buy or in the case of distributors, go into action building a business. You must be persuasive and compelling in your sales approach. Amaze people and they will buy from you. Attract people to you as a person first and then to your products. You do this by being honest and sincere. It is much easier to be persuasive about your products and/or your industry if you truly do believe in them and in the people you are serving. Expect people to buy from you.

Your success in this business is all about your ability to communicate on a personal basis and to nurture and sustain relationships by having regular contact with your customers and your distributors before and after the sale. Failure to do this ensures that your business will fail.

If you think you can do all of the above, your success is ensured.