

Create a Compelling Vision

It's time to transform your top reasons for joining a network marketing company into a vibrant, passionate *vision* that will inspire you and those with whom you'll share your vision.

by **Dr. Joe Rubino**

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Everyone who becomes involved in Network Marketing is initially attracted for a very specific and personal reason. Of course, one of the most common and significant reasons for most people to have an interest in building a Networking business involves money and all of the wonderful things that money provides. For others, their motivation may come from a desire to pursue a rewarding, fulfilling and fun occupation. Others may be attracted to the time freedom and personal freedom that this business can offer. Others still may want to

become associated with a supportive team who are able to contribute to the lives of others with either extraordinary products or a potentially life-changing income opportunity. Let's examine several of the different areas of motivation first as they apply to you and then as they relate to creating rich value for your prospects.

Beyond the Money

Perhaps you were initially attracted to Network Marketing because you saw it as a way to generate a supplemental income stream. Maybe you had a desire to make life a bit easier for yourself and your family by earning an extra few hundred or a few thousand dollars more each month. Maybe you were attracted to the possibility that this business offered a vehicle to earn at least enough for a new car or home payment. Or, maybe your intention was to replace your full-time earned income with a residual income that would free you up to pursue other interests and passions.

No matter what your source of motivation, it will support you to

clarify exactly what you hope to attain from your Network Marketing efforts.

Doing so will both allow you to determine the amount of monthly income that would make your efforts in this business worthwhile and serve as the motivation for doing what often times may be inconvenient or even uncomfortable. Your ability to gain clarity regarding what you will be playing for will also be the necessary first step in formulating a detailed plan to achieve the level of income that will make the attainment of your goals and dreams possible. For example, if your goal is to earn a residual or royalty income of \$10,000 per month within a few years time, your action plan will need to be considerably more rigorous than if your goal is to make enough to pay for a monthly car payment.

Often times, those first introduced to the concept of Network Marketing may know that they want to earn a specific amount of money but will not have sufficient clarity regarding what they will use the money for. It is important to not only know *how much* income you are playing for but also *why you are wanting* the income. Money alone is usually not a sufficient motivator to encourage the sort of consistent and persistent daily action required to build a Network Marketing Dynasty. If you are not clear about why you are doing this business, consider the following possibilities if money were no object:

- Would you continue to work at your present occupation? Would you retire early or cut back on your work schedule?
- Would you continue to live in your current home and neighborhood? If you'd buy a new house, what would it be like and where would it be located?
- Would you drive a different car and have any new toys?
- How would your family make use of a sizable recurring income?
- Would you put your children or grandchildren through school?
- Would you pay off all debt and become debt-free?
- Would you invest in real estate, stocks or other investments?
- Would you travel and explore? If so, where?
- Would you go on an extended shopping spree? For what items?
- Would you donate your money or time to a special project or charity?
- Would you pursue any passions or hobbies? Would you take lessons in a craft or sport or develop a new skill?

- Would you develop a secure retirement fund?
- Would you return to school to finish your education or pursue an interest?
- Would you use your Network Marketing business and the opportunities it provides to take on a personal development program?
- Would you step into leadership in your company, church or community?
- Would you partner with friends and family to create a fun and rewarding lifestyle?
- Would you free up your time to coach youth sports or do volunteer work?
- Would you use your free time to undertake programs to increase your self-esteem and personal confidence level?

As you can see, in planning on how you will impact your world with your Network Marketing opportunity, you are only limited by your imagination and creativity. As strange as it may seem, some fear the creation of wealth, thinking it will lead to temptation and corruption. How often have you heard it expressed that money is the source of all evil? However, money, in and of itself, is neither good nor evil. It is how we decide to utilize our wealth that determines its value. If you may have feared creating wealth for a similar reason, just ponder how much good you could do to ease some of the world's suffering or how you might provide opportunity for those in need with the wealth you could create using Network Marketing as your vehicle to do so.

Take a few minutes now and identify what you will be playing for with regard to income and identify your reasons for becoming involved in Network Marketing. Do not allow yourself to be hindered by self-doubt or a lack of belief or clarity in how you will achieve your desired level of income. We'll be discussing in great detail how to create an action plan that will support your own particular goals and dreams. Before reading on, please answer the following questions:

If you were to look back upon this day 4 years from now, how much monthly income would your business need to generate for you to consider your involvement in Network Marketing the best thing you could have ever done?

What are your top 10 reasons for becoming involved in Network Marketing?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Create a Compelling Vision

Now that you have identified your top reasons for building a thriving Network Marketing business, it's time to transform these reasons into a vibrant, passionate *vision* that will inspire you and those with whom you'll share your vision. Perhaps your motivation to build a business may start out small. Maybe your reasons are conservative in nature as you are pretty content with your current work and lifestyle. If this describes your situation, your vision will likely look a lot like an extension of your current lifestyle with some specific improvements in certain areas in which your life is not working optimally. However, if you are among the more ambitious who are seeking to build a Network Marketing Dynasty because of a desire to dramatically impact your life and what's possible by living full out, your vision will bear little resemblance to a life marked by the typical daily grind that most others are wrapped up in, with all the suffering, struggle or lack that limits what most believe is possible to attain. For this vision, I'll assume that your motivation stems from a desire to have it all — a thriving Network Marketing business that supports your dream lifestyle.

Pretend for a moment that a genie has appeared before you. This genie possesses a magic wand that you can wave over your life, allowing you to transform your current existence into a life of choice. The power of this magic wand can touch every aspect of your life. It can create wealth and abundance in your world and in the world of those you love. This abundance will allow you to live in choice, no longer needing to suffer because of a lack of material needs. Your decisions about what you'll have in terms of cars, homes and other material possessions need no longer be limited because of money.

However, this magic will impact your life well beyond money and material goods. It will likewise impact what you do. Your days will be characterized

with a new found freedom that will allow you to do what you want to do, when you want to do it. Your typical day at work will take on a whole new empowered energy. You'll be living and working in choice — not because you have to do so. You'll no longer have to answer to the demands of a demeaning boss. Nor will you need to fight rush hour traffic or punch a time clock that used to track the pennies you earned making someone else wealthy. The stresses of working for someone else will evaporate into the contentment that comes from knowing that your efforts are being truly rewarded. You'll now have the vehicle to earn what you're really worth.

Think for a moment about how you will spend your dramatically increased amount of free time. What will a typical day at play look like for you? You'll be able to do all those things you didn't have the time or money to do before. Will that be a favorite sport or hobby? Maybe it will mean more fun time with family and friends. Remember, the genie has put no limitations on what you can do so why would you continue to do anything that doesn't honor your values or provide you with fulfillment and happiness?

Think about the legacy you can leave on this planet if you could have the time and income to contribute to others? How would you contribute and to whom? Would your generosity extend beyond family to friends in need? Would you take on a philanthropic mission? What would give you such fulfillment that you could spend the next 100 years contributing to this cause? All this will become part of your vision.

Finally, in addition to all the money, the material possessions and the time freedom to do all those great things you've always wanted to pursue, you'll now have the luxury of being able to work on yourself. With the need to chase a daily earned income in your past thanks to the consistent flow of residual income coming into your mailbox each month, you can now take on the challenge of personal development, if you so desire. You can now create a plan to expand who you are, develop those qualities you wish others to know you by and break through any limitations that have come in the way of you achieving happiness and personal fulfillment. We'll speak about personal growth strategies you may want to take on later in this book.

For now, think about who you will decide to *be* from the perspective of qualities you'll embody that others will recognize and know you by. Will you be known for your charisma and contribution? Will others see you as an inspiration for what's possible to accomplish in life? Will you be known

for your authenticity and compassion? Perhaps your life will be all about fun, adventure and the courage to live passionately and without limitations. What qualities would you like your children and others you respect to know you by? These traits will all be part of the reinvented person and lifestyle you'll clarify in your vision.

In short, a vision that serves to inspire you to breakthrough accomplishment must honor your most important values. These values make up the core of who we are. They demand to be honored.

When they are violated, we become angry, withdrawn and non-communicative. As you craft your vision, make sure you design your life and all its areas in choice. There need be no “shoulds” that result in pain, struggle and resentment. As the master architect of your future, everything you do can be a reflection of your commitment to live responsibly. Taking responsibility for what manifests around you means insuring all aspects of your life work optimally including the quality of your relationships, your health and physical condition, your wealth and financial security, your happiness, the pursuit of your recreations, hobbies and passions and your personal and spiritual development. Who says you can't have it all? It's about time you decided to stop settling for less than you deserve!

Dr. Joe Rubino is an acclaimed Network Marketing and personal development trainer, life-changing success & life-optimization coach & best-selling author of 12 books in 23 languages. He offers personal and leadership development programs to maximize happiness, self-esteem, communication skills, productivity and personal effectiveness. To subscribe to his FREE newsletters, learn more about his life-impacting coaching, and courses or to read about his life and business impacting books, visit www.CenterForPersonalReinvention.com and to claim a free gift valued at \$129, visit <http://www.SelfEsteemSystem.com> This article was excerpted from his best-selling book www.7StepSystem.com