

Rekindle Your Passion

By Pamela Barnum



It's easy to be passionate and excited when everything is new. As with most things in life, we romance the opportunity, at least initially. We have no problem motivating ourselves to work our business during the initial phase of honeymoon bliss.

But what happens when the days or weeks turn into months or years, and that success you pursued remains elusive? It's not easy to stay fired up, because the "one day" and "someday" of your initial excitement is slowly being replaced with the slightly less inspiring "every day." Is this what they meant by "duplication"?

If you've lost that loving feeling for network marketing, it's a signal that it's time to get back to the basics. Anything can become routine if we let it. The secret is not to not take your business for granted.

If you're feeling uninspired and the passion you once had for network marketing is beginning to dissipate faster than a boy band on the Top 40 charts, it's time to make some changes.

1. *Get back to basics.*

Revisit the feelings that got you started in the first place. Really dig deep and get back in touch with this. Write a passion list about what excited you then, and what excites you now. Sit down and write out all the things you love about your products, your company, and network marketing. This will serve as an invigorating reminder and will help reconnect you with your passion.

2. *Find new meaning.*

Occasionally we lose our passion because what interested us in the beginning no longer compels us. It's important to remind ourselves that there is a bigger why and that we can apply our skills to make a difference in the lives of others. Ask yourself each day, "Who can I help today?"

3. *Ignite with the community.*

Once you start losing your passion, you begin withdrawing from social interaction and events. Instead of shutting yourself out of your network, it's time to make a concerted effort to reconnect and plug back in. Networking with likeminded people from your company, and the broader community of network marketing, will energize and motivate you to keep moving forward.

4. *Stop playing the comparison game.*

"Comparison is the thief of joy," and I would add "the killer of passion." Comparing yourself to the rising stars you see on stage or on social media is certain to destroy your passion for network marketing. Remember, you are seeing the end result, not the struggle in their journey. You are uniquely designed to run your own race, and your only comparison should be between who you were yesterday and who you will be tomorrow. Constantly strive for self-improvement, not self-sabotage.

Network marketing is an amazing business that requires discipline, action, and passion. Nothing great is ever achieved without these three ingredients.

PAMELA BARNUM and her husband Kevin achieved millionaire status in their company in under 4 years. They have helped several of their business partners achieve a multiple 6-figure income. Pamela just released her first book, A Lawyer's Case for Network Marketing (<http://www.thecasefornetworkmarketing.com/>).

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