



The Fifth Principle

Take All-out Massive Action And Get Better At The Game!

By Michael Clouse

In my last four articles we've gone through the first four principles of network marketing success: get connected, study your core product line, learn how you are paid, have someone successful teach you the system. What's left? The Fifth Principle.

If there is a single overarching secret to success in network marketing, it is simply this: take all-out massive action. And if your desire is to go beyond success to greatness, you will need to extend that secret to one more level: ...and get better at the game.

Those who achieve massive success in network marketing understand that there is a difference between activity (doing) and acumen (knowing how). Between brawn (working every waking moment) and brains (using the system). Between ignorance on fire (I have no idea what I am doing, but I sure am excited!), which will slowly kill your business, and knowledge applied (I know exactly what I am doing--and I'm doing it!), which will grow your empire.

Action alone says, "Find plenty of people to prospect." Knowledge applied asks, "What book can I read, what audio program can I listen to, or what class can I attend to teach me the skill of prospecting intelligently?"

Action alone says, "Present your products, goods, and services to as many of those prospects as you possibly can." Knowledge applied asks, "What book can I read, what audio program can I listen to, or what class can I attend to teach me the skill of presentation?"

Action alone says, "Every time one of my prospects joins me in the business, I just tell them, 'Make a list of 100 people, then go sign them all up!'" Knowledge applied asks, "What book can I read, what audio program can I listen to, or what class can I attend to teach me the skill of duplication?"

Action alone says, "Become a leader second to none." Knowledge applied asks, "What book can I read, what audio program can I listen to, or what class can I attend to teach me the skill of leadership?"

Indeed, if your desire is truly to create a network marketing business that, once it has been properly built, will continue to economically reward you, year after year, decade after decade, use the following four-step formula:

1) Evaluate Your Business

At the beginning of each month, set aside 30 minutes to review the four major areas of your business: prospecting, presentation, duplication, and leadership. Ask yourself the following questions:

- Do I have plenty of prospects?
- Do I sponsor my fair share of those prospects?
- Do the prospects I sponsor duplicate the system?
- Do I feel confident when it comes to my own leadership skills?

2) Choose One Area

Once you have considered each of the previously mentioned areas of your business, select one area to improve on over the next 30 days. Focus on: prospecting, presentation, duplication, or leadership.

3) Invest Your Money

Go get a book, purchase a set of audiotapes or CDs, or register for a class that by its very title would suggest that it will help you get a little better in one area of your business: prospecting, presentation, duplication, or leadership. Over the next five years, read one book per month; listen to one set of tapes per month; take one class every three months. Become a serious student of success!

4) Get Even Better

Read for 30 minutes every day, first thing in the morning, or last thing at night. Listen to an audiotape or CD for 30 minutes every day; do this while you're getting ready for the day! Take one class every three months; these classes are usually taught by your local leaders, your support team, or your company. Repeat this same four-step process every month until your business, your bank account, and your life are working just the way you want.



The Promise

Anything worthwhile will take time to create. If it is your desire to replace your current full-time income with your network marketing business, you can expect that achieving that success will usually require at least eight to ten hours per week, setting aside one Saturday per month, and investing one weekend per quarter for about three to five years.

The great news is that if you learn and then follow the system, take all-out massive action, and go to work on getting better at the game, you may actually be able to cut that three-to-five-year time frame in half! A worthy reward if you're truly interested in achieving time and financial freedom.

There you have it: the secret to network marketing greatness is knowledge applied. Knowing what to do, then doing what you know. Taking all-out massive action--and getting better at the game.

If you will master The Fifth Principle, then teach this powerful concept to all those on your

team, you will be well on your way to building your own empire. When you apply The Fifth Principle, all the success your heart desires is well within your reach!

This passage is excerpted by permission from the forthcoming book, *The Fifth Principle*, by Michael Clouse. The book is available on our website:

www.networkingtimes.com/catalog

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