

Know Your Why

Establish The Reasons You Must Succeed and Give Them A Timetable

By Jeb Tyler

To become successful in network marketing, it's critically important to establish your "why," that is, your motivation for becoming successful. Focusing on your why will enable you to overcome the emotional roller coaster of the ups and downs you'll experience in this business. What's more, once you've identified what you want out of your opportunity, you're in a better place to put together a step-by-step business plan to achieve your goals.

People often give up on their dreams and simply "settle" for what their lives have become. One of the great things about this business is that people can learn to dream again! In fact, this is what I love most about our business: it can put that glimmer and hope back into a person's eye.

Failure Is Not an Option

Successful distributors share one trait in common: the burning desire to be successful. Race, sex, education, appearance, location and financial position do not matter. Regardless of any other distinctions, that common trait--a firmly established why--gives them all the ability to achieve success at any cost. They are driven by a genuine sense that "failure is not an option."

Everyone has his or her own reason for wanting success; you need to determine what yours is, and remind yourself of that every single day. Remember that this business is a marathon, not a sprint.

As a sponsor, one of the most valuable roles you can serve is to help your people, in turn, to examine their own motivations and discover their own why. Not only is it critical for them to know their why, it's also helpful for you to know; then, at those times when the business isn't going the way they want it to, you can gently remind them why they need to press on.

Here are some questions you might ask your new distributor to begin uncovering his or her why; you might want to ask yourself the same questions, too:

What will you do with the additional income you generate?

Do you want to be a leader of a successful organization?

Who do you want to help in your family?

What would you like to do for charities or your community?

What would financial independence and free time do for you and your family?

Once you've established why you're doing this business and what you want it to accomplish for you and your family, it's important to write your answers down. For one thing, every time you use additional senses, you strengthen that which you're learning. The sequence goes: think it, speak it, write it, and finally teach it. These steps will give you ownership of whatever goals you set, along with an unshakable belief that you will attain them.

Achieving success in this business is ten percent "how" and 90 percent why.

Set Goals and a Timetable To Achieve Them

Now that you've identified why you want to succeed, it's time to write out your goals and set a timetable to achieve them.

There are two types of goals:

1) Personal: e.g., more free time, help family members, help charities or church, more vacations, and so forth.

2) Business: e.g., financial independence, the next achievement level in your compensation plan, or a certain income per month.

Whether personal or business, all effective goals share these characteristics:

Goals have concrete deadlines;

Goals are specific, which means measurable;

Goals are in writing;

Goals have a clear step-by-step plan for their achievement.

Beyond these pragmatic traits, every effective goal has another, deeper and more critical trait: you want it so badly that you're willing to sacrifice for it--and quitting is simply not an option!

Remember the one trait shared by successful distributors: that burning desire to be successful. Your why is what will carry you through to achieve all your goals, to do whatever it takes. It is what will help you wake up early and go to bed late.

Goals Keep You Focused

Your why is a long-term picture; specific goals help keep you focused on your next steps, day in and day out.

My first goal in my networking career was to match the income of my full time job doing the business part time. (In other words, to fire my boss!) While my original timetable was to achieve that in six months, it took me ten months to achieve it--but achieve it I did. I was focused every day on doing what I needed to do; nothing was going to get in my way. I played the conversation in my head, over and over, of what I was going to say the day I finally quit my full-time job. I visualized myself achieving my goal.

My next goal was to hit the top-earning position in that company. My timetable for this goal was two years. It took persistence and a lot of ups and downs--and it took me 50 percent longer than I planned. But in just over three years, I was promoted to that position.

I accomplished my goal because I had a burning desire to be promoted to the number one spot at our national convention. I wanted this so badly that I could see myself getting promoted long before it happened. I even had the song picked out that they would play as I approached the stage. Over those three years, there were at many times when I wanted to give up--but I had a strong why. Quitting was not an option.

But all this, on its own, would not have been enough. There was another reason I achieved my goal: I had a step-by-step plan, which I put in writing and looked at each and every day.

You can do it too!