

Recruiting

by Frank Burns

[Note about the author: Frank Burns is the most financially successful Distributor in Young Living, earning a very high six figure yearly income. Before starting his YLEO business he had worked in network marketing for over 20 years but never made a serious income. All that changed when he heard The Missing Link tape, which he then sent out to hundreds of people and built his tremendous success with Young Living.]

I have found recruiting to be neither a talent nor a God given ability. The desire to recruit is nothing more than desire. Recruiting is just plain talking to people, a lot of people, because some of the people will see the picture you paint with words. Some will never see the picture and that is not your fault, or your lack of ability.

Then what is this desire and where does it come from? My dear friend it comes from overriding your fear to recruit BECAUSE you are sick and tired of living just above the poverty line. Just above the poverty line for each of us is different except ALL of us are sick and tired of never having enough to take the ache out of our gut. And, guess what?..... that same gut has that "desire" to be free from the lack of never having enough to enjoy this life.

Now, I am not talking about greed because greed will destroy you and make your face appear ugly in public. Our face WILL ALWAYS tell the truth even when we are not being honest. Body language and voice tones will always tell the truth when being dishonest with another human being.

Success Is:

I am asked often about my Network Marketing success and I guess there are 3 awarenesses that are predominant in my thinking.

#1 - Being "focused" on "One" issue that I have decided to be focused on and not letting myself get involved outside that "focus".

#2 - "Work harder and I will get smarter" instead of "Work Smarter, Not Harder." I find the latter flawed because I see a lot of people sitting around thinking about getting "smarter" and in the meantime nothing gets accomplished.

#3 - is my greatest reward: "All my mistakes in the past, present and future are the 'glue' that holds my 'success' together." I put all my mistakes in my glue bucket. How full is your "glue bucket"? Made enough mistakes lately? Then go try doing different things your way and put all your mistakes in your BIG glue bucket so you will have glue to hold your successes together.

I strongly suggest every one work harder and make more mistakes and then you will have enough glue to hold your "successes" together. What is the value of advice if you have never been "there" and do not understand the "language". Remember, no one will build your success for you !!!!! I guess that is why I think this "duplication" thing in MLM sucks. I can not build my business the way others do. Do your own thing and you will be a "success"-- that is, if you are willing to put the hours and mistakes into your work in order to be a success.

I tried the "duplication" thing for 24 years and it never worked for me. I know today why it didn't work for me -- because it was NOT my ideas, it was someone else's ideas and I found out I could not problem solve using other peoples ideas. Business Builders are Leaders who "problem solve" all day long. They do not ask others how to "problem solve". They make their own "mistakes" which is the "glue" that holds their "success" together.

Being the CEO of your own business means you are willing to make the "mistakes" that will make you a "success".

Remember:

No one will open that door for you that leads to your financial success. You literally have to pick up an axe and beat the hell out of the door and knock it down . . . then you can walk into the room where all the financially successful people are . . . and they will welcome you with open arms. They had to beat that door down and that is why they will NEVER "gift" you into success.