

# Love Conquers All Fear

By Rob Sperry



**F**un fact: I was rejected by 219 of the first 250 people I approached about network marketing. My fifth month in the business I worked over 70 hours a week chasing my network marketing dream, only to earn \$400 for the entire month. Most of my close friends and family quit my network marketing organization within the first five months.

So how do you love a business that has so many lows? How do you get through the tough times? The answer is simple, but not easy. It starts with your perspective. You are the narrator of your story. You can choose to tell yourself whatever you want. During those first months in network marketing I chose to look at my “failures” as learning experiences. I chose to love the experience, knowing that so few are willing to do what it takes to succeed.

Tony Robbins says we make decisions based on our association with pain and pleasure. For example, if you go to the gym to work out, but focus on how much you hate it, you will probably quit going to the gym. I haven't missed a week working out in over seven years, because I associate the gym with pleasure. I *love* going to the gym. I focus on how it keeps me in great shape, and how it makes me feel better.

The same goes for your network marketing business. If every struggle is associated with *too* much pain,

you will eventually quit. I had massive setbacks in my network marketing business, but I associated those struggles with *love*. I loved that I was learning. I loved that I was getting closer to achieving my goals of time freedom. I loved the people I surrounded myself with.

Here are a few tips to help you keep that positive attitude:

- Do 30 minutes minimum of personal development—reading or listening. My first 18 months in network marketing I read 100 books to keep my mindset positive.
- Create a gratitude journal. It's impossible to be grateful and unhappy simultaneously. Write down three different things you are grateful for in your network marketing business.
- Find a battle buddy—someone in your upline, downline, crossline, or even a different company you can talk with daily to share the positives of your day.



Remember, when things are good, they aren't as good as you really think. When things are bad, they probably aren't as bad as you think. Don't get too high and don't get too low. Learn to focus on all the positives. Love is the strongest emotion and conquers all fear. The more you love, the more success you will have.

*ROB SPERRY (<http://www.robsperry.com>) is an "ambitious introvert" who has overcome his fear of public speaking. Rob has unique insights to help network marketing professionals achieve levels of success they never thought possible. He is known for his no-hype, straightforward, refreshing style.*

---

[Previous \(3808.phtml\)](#)

[Contents \(toc1.phtml\)](#)

[Next \(3810.phtml\)](#)