

12 Guidelines for Success

By Holly Cotter

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1. Set several goals for yourself, ranging from small to really BIG.

Write your goals down, along with the specific dates you intend to reach them by. The great thing about goals is -- if you don't reach them by the date you set -- you can always set a new date. But, by working toward reaching the goal by the date you set, even if you don't attain it in the timeframe you scheduled, you'll be closer to that goal than you would be if you weren't trying to achieve it by a certain date.

2. Be PERSISTENT.

Don't let temporary obstacles or distractions stop you from getting what you want in life. Everyone experiences obstacles and distractions...successful people find a way to work AROUND them. You'll find that obstacles are easy to overcome if you are committed to reaching your goals.

3. Treat your business like a BUSINESS...not a hobby.

Get serious about building your business or get out...but don't be lukewarm about it. You can't "try" to do anything ...you either do it or you don't.

If you spent a \$100,000 to start your business, you would do everything possible to earn a profit so you wouldn't lose your \$100,000 investment. You need to treat your business as if it cost you a fortune to start...show up for work every day, and work like you'll be fired if you don't produce results. (Be sure to spend your time on income-producing activities!)

= Treat your business like it cost you a fortune and it will make you a fortune. Treat it like a hobby, and it will

cost you a fortune.

4. Communicate with your upline and downline REGULARLY.

Network Marketing is a RELATIONSHIP business. To build strong relationships with the people you work with, you need to have constant communication with them.

Call someone in your upline once a week. Let them know you're a PLAYER...a person who is actively building a business and in whom they want to invest their time training.

Call your active downline members once a week. Get to know them as people, and let them know you're there for them if they need help in building their business.

5. Talk to new people EVERY day.

Yes, it's great to use email, snail mail, and the phone to introduce people to your product or opportunity. But, everyone runs into people during the course of each day... why not share with them as well?

If you're excited about the results your opportunity and/or product is providing you, then you'll WANT to tell others about it. Set a goal to share your excitement with at least one new person each day as you go about your daily life.

6. Make the commitment to attend your company's prospecting calls...and BRING PROSPECTS to them.

Based on your schedule, commit to attending a specific number of your company's prospecting calls each week. Then, tell yourself you can't attend UNLESS you are bringing a prospect to that call. Since you've made the commitment to attend these calls, now you have the impetus to find a way to get at least one prospect on every call you attend.

7. Personally sign up at least one new person EACH month.

If you are truly WORKING your business, you will do whatever it takes to sponsor at least one new person each month. Remember, your business (and income) are not growing unless you are producing results. If this means you must spend 2 hours/day making calls to prospects...DO IT! The sooner you get into profit, the easier it will be to continue in your business.

And, once you get to the point where you are regularly signing up one person a month...stretch yourself by setting a new goal of signing up two people each month.

8. Work only with those people in your organization who are SERIOUS.

Don't waste your time trying to motivate the people who never communicate with you, or who are always complaining about how "it's not working," or who never seem to "have the time."

If you are serious about making your business a success, you can only afford to spend your time with serious, committed people like yourself...the rest of your time should be spent on income-producing activities.

How do you know if a person is someone you should work with?

- Are they keeping in touch with you?
- Are they progressing in their knowledge of the business?
- Are they becoming more able to independently work their business?
- Are they making calls to prospects?
- Are they calling you for 3-ways?
- Are they participating in company prospecting calls?
- Are they attending training calls?

It's possible for a dud to turn into a star...but the responsibility is THEIRS, not yours. Don't try to make them change...we married folks can tell you, that never works.

9. DON'T make excuses.

Success is up to you...whether or not you take the ACTIONS necessary to succeed. Don't blame anyone, anything, or any circumstance for your failure or success. It's not a problem with the payplan, your sponsor, your product, or the marketing system. If there's a problem, you need to take a look at yourself...at what you are and aren't doing.

The good news is...if there IS a problem, it can easily be fixed just by taking an honest look at yourself and making adjustments where necessary. And, when you do succeed, again there is only one person responsible...YOU!

10. CELEBRATE success.

When you reach a goal...celebrate! Take yourself to dinner, go to a movie, allow yourself to spend one evening watching TV...whatever floats your boat.

And, each time someone you have sponsored signs up a new person, be sure to congratulate them...kudos go a long way, baby.

11. When you reach a goal, it's time to work toward the NEXT goal.

Once you attain a goal, don't sit back and relax. NOW's the time to start working toward that next goal.

Until your business has reached "critical mass" (the point at which it continues to grow with or without you), it is IMPERATIVE you continue to work your business. This is important if you want to solidify your newfound success.

12. BELIEVE in your opportunity and in the Network Marketing industry.

Network Marketing is a respectable and profitable industry that has been around for 50+ years. And, it has produced thousands of people who have become multi-millionaires working from home. Even more exciting is that EVERYONE -- regardless of age, experience, or education -- has the SAME chances to succeed. With Network Marketing, success is based on YOUR efforts...period.

Know in your heart that you ARE in the right opportunity... an opportunity with a unique product and a great payplan. Don't let doubt creep in...don't waver in your commitment, or allow yourself to wonder if you made the right decision. Once you are aligned with a solid opportunity, the ONLY way to fail in network marketing is to quit before your organization has become fully stabilized.

In the past, anyone who stuck it out in Network Marketing for about 10 years ended up making a fortune. That has changed...for the BETTER!

With companies competing for representatives, the payplans have become more lucrative. Now you only have to stick it out for 4-5 years to build an enormous income that will last a lifetime.

There are people right now in YOUR company who are experiencing huge successes and earning huge incomes. If you continue to commit to building your business, you will be one of them soon.

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Holly specializes in teaching others how to build multiple streams of income on the internet using automation.

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