

# Are You Tapping Into Your Full Potential?

By Lois R. Thompson

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This article deals with the development of leadership skills for effective building of one's MLM/Affiliate organization.

This is a content-rich article which I believe will be enlightening and beneficial. This article is approximately 605 words and formatted to 65 characters per line.

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In online as well as off line marketing 97% of the folks are failing. Why is that? For starters most people don't take their business seriously enough to develop and incorporate the necessary business building actions.

Many are working their businesses as if they were playing with their hobby. Success in any business venture requires going the extra mile...reaching beyond the comfort zone.

In MLM and Affiliate Marketing, going the extra mile requires going beyond attempting to satisfy our own personal needs, wants and desires, and reaches outside of self. It requires going that extra mile to focus on and helping others achieve their needs, wants and desires.

You'll note that successful MLM and Affiliate Marketers are taking the time and efforts to focus on their team. They are positioned to offer nurturing through leadership to their down-line. Here they teach by leading, which offers a personal example.

Sure, nurturing your down-line takes time and stretches you.  
But, the upside is it will not only transform you but all the lives you are touch.

How can you do that?

- \* Have faith in your team
- \* Encourage them
- \* Show appreciation for them
- \* Trust them and their judgments
- \* Openly and honestly share with your team
- \* Offer a system of support and training
- \* Take responsibility when you make mistakes

Leadership calls you to be an example to your organization. It calls for taking time to get to know the members of your team

personally discovering what they need to effectively build their business, and offering acknowledgment for a job well done. It requires you to put your actions where your mouth is...actions speaks louder than words.

Stop for a moment and give this some thought. How many people do you know in who YOU see great potential laying dormant...just waiting to be discovered and developed? For example, you know a child who had tremendous abilities to succeed in a given area.

What's needed is a caring adult (usually a parent) to identify that ability, bring it to the child's attention in a way he/she can understand, then begin to consistently encourage that child's confidence in the development of that area. Before too long, Voila! that child is accomplishing great things.

Well, as a leader for an MLM or Affiliate organization your responsibilities to your down-line are much the same.

We've all heard it; It's about building relationships. People are looking for people in who they 'trust' to develop their business associations. The truth is that many of these folks deep, deep down KNOW they Can, and are looking for someone to mentor them, bringing forth that confidence ... BELIEVING that they can.

As you tap into your full potential in becoming a leader, and demonstrating such qualities to your group, you'll be surprised to discover that they will become far more productive. You'll build a stronger organization of team players, begin to see the leadership skills developed in potential leaders who will in turn duplicate your efforts, because they respect and trust you.

One of the most wonderful things about taking responsibility for leadership is it gives you the opportunity to be an encourager, a potential developer and a giver of hope. Great leaders are givers of hope to their team, when folks can't find that hope within themselves.

Being a trustworthy leader has many, many benefit. One of the most important is that it enables you to build and maintain an open workable relationship with your team members, which usually

results in life long friendships. An added BONUS is that you will discover personal growth and development beyond your wildest imagination. You'll love the new you!

So let's re-cap, we see that by providing effective leadership to your organization, you'll develop trust, energize your team to become more productive, and build a stronger organization of team players and leaders. This is tapping into your true potential as well as the potential of your organization. Your organization will only be as effective as your are in it's leadership.

The world is looking for leaders. You've got some in your down-line, why not tap into your full potential and develop them??

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Lois is the editor of Building Wealth News Ezine and publisher of numerous articles. To Discover how You too CAN Succeed On-line! CAN Write Your Own Story! Subscribe to Building Wealth News Ezine and DISCOVER how to CASH FLOW by Easily combining MLM and Affiliate Marketing to generate Multiple Income Streams-Quickly. <http://www.the-power-to-get-wealth.com>  
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