

The Power of Inner Marketing

Written By:
Robert Natiuk

Edited & Compiled by:
David Natiuk

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www.innermarketing.com

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Chapter 1

***The Search
For the Best-Kept Secret
To Marketing Success***

How to become financially independent? It all seemed so simple, the way the system was explained to me.

The system is called multi-level marketing, or network marketing. But it could be any kind of marketing or selling. In fact, it could apply to many types of work or careers.

Wealth can come faster when you duplicate your efforts through others. That could come through franchising, through hiring people to work for you, through setting up a sales force, through royalties.

About fifteen years ago, I learned a possible way to do so – through multi-level marketing. Why...I could reach financial independence within a year or two! Three at the most!

And then – FREE! Free to do what I wanted to do! No more money worries. And, as a writer, free to write what I wanted to instead of writing what others wanted.

What a dream! What freedom! What hope! Just recruit a dozen or so other people who also wanted financial freedom. And my income would grow to unbelievable heights.

After all, others had done it. Why not me?

So, I dreamed. And worked. And hoped.

One year later...two years...three years. Six years later, I was still hoping and dreaming. Those first six years were ones of struggle and discouragement and glimmers of success. But then,

the dream started to become reality. The financial freedom started to form feet. Step by step. **It started to happen! Glory!**

But - it could not happen until a vital change occurred within me. A change that so many of us wait for, long for, search for.

A new company that is the key to our success?

A new idea in recruiting?

A sponsor who will help “make it happen”?

A “hot, new product”?

No – none of these “secrets” was the change that had to happen to me.

Well, perhaps a change in my thinking, since I’ve never been what is called a “positive thinker.” A change in my speaking so that everything I say is roses and champagne. A change from my logical, thoughtful approach to one of **ENTHUSIASM** and **rah-rah blah-blah**.

No – none of those was that electrifying change I needed.

THE CHANGE . . .

. . . happened slowly over a number of years. It happened as I dug into the reasons behind the success of many other network marketers, those who were earning over \$100,000 a year. Some had reached over \$1,000,000 a year!

To discover it, I often had to probe beyond the simple answers that others gave me. I’m sure you’ve heard many of those “answers” too.

“Just be enthusiastic! Enthusiasm wins every time!”

“Just talk to people every day and in every way!”

“You got to be in the right place at the right time!” (Try to arrange that sometime!)

“Associate with successful people!”

“Live and breathe your product and program!”

“Keep doing what works!”

“Be positive!”

‘BELIEVE!’

You recognize these as all pat answers that give no consideration to the many other principles needed for success.

On the other hand, some leaders will give you a comprehensive list of what you must do to reach success. You check out some of these lists - with 50, or 100, or more “Things You Must Do to Be Successful.” To follow those plans, you realize you must not only devote full time to your spare-time business, but you must also hire a full-time secretary.

So, what is the key to success - that simple, all-encompassing principle that organizes your plan, your time, and YOUR MIND?

Most network marketers, even some of the most successful, have not really thought through what they’ve done or should do. Rather, they’ve latched onto an incoherent mixture of snatches they’ve heard or read here and there. They’ve borrowed supposed success principles from others, who in turn borrowed from still others, and so forth. They’ve adopted the easy parts of the “Think and Grow Rich” principle and ignored the harder parts.

The “think and grow rich” mentality for many has become one of “think you’re thinking and growing rich.”

Too many people deceive themselves that they're delving to the depths of "mind power" when in actuality all they're doing is skimming the surface. So, they stumble through life, muttering the self-assuring phrases from people like Napoleon Hill and his book, *Think and Grow Rich* . . . or other speakers and writers who lull their followers into a false sense of easy achievement.

The point is this. We must test each principle in the laboratory of life and come to our own conclusions. Or, we must trust someone who has already tested those principles, and not merely quoted from other sources. Principles of truth do not merely arise out of "positive thinking" sayings but out of *positive action*.

The change within me that I spoke about earlier happened because I started questioning those oft-repeated platitudes of success.

I found that often my interview subjects quoted those easy phrases. But as we dug deeper, there was much, much more. Their actual experiences often ran counter to generally quoted "success principles" that we've accepted so long without question.

For instance, take *enthusiasm* and *self-belief*. Very often we're told how important these qualities are in achieving success. Some place them at the top of the list. Yes, these qualities are important. But actually, they are not primary qualities. They arise from something much deeper, something that is the "best-kept secret to multi-level success."

A THOUGHTFUL QUESTION FOR YOU

What do you feel is the key to success in marketing?

Don't repeat something you've heard or others have told you. Give this question some prolonged and reflective thought. In fact, it would be good for you to write your answer here.

I feel that the key to success in marketing is

Now, in the light of your answer, we can examine some of the supposed "secrets to success" that many people hold, especially marketers and entrepreneurs. We can start taking them apart, examining them under a clearer microscope, and then put them back together into some concepts that mean much more to us. So, don't short yourself by skipping the above question. Work on it until your answer clearly expresses your present understanding

Chapter 2**Dedication and Commitment -
That's the Secret?**

My friend Bill was introduced to network marketing when he was about 40. He was tired of commuting and long hours and working for someone else. But his primary objective was to earn enough of a second income to send his children through college.

Bill joined a proven program that teaches dedication and commitment as the road to financial success. He worked the program every spare hour he had. Also, he attended several meetings every week and held several more of his own. He listened to tape after tape and indoctrinated himself with success book after success book. Working with his downline, he brought in many others and published a regular newsletter. He gave this program two years of dedicated effort and full commitment.

In short, Bill paid the price for success.

Yet, he never achieved the success he deserved for his time and effort. Worn out and disillusioned, he left that type of marketing altogether.

Could Bill have succeeded if he kept at it for another year or two, or five years, or ten years? Perhaps. But there is no guarantee. Within a reasonable time, we need rewards commensurate with our efforts. We cannot go on the assumption that commitment and dedication to a company will guarantee success even if we work at it for many years.

What?

Doesn't that statement run counter to so much of the positive mental attitude, possibility thinking and positive thinking stuff

we've heard? We hate to entertain the slightest doubt that "mind-power" may be ineffective.

It's really frightening to think that, even though we do the right things with all of our power, we still can fail. That's so – un-American!

I've come to the above conclusion because of two main experiences. First, I've interviewed dozens of very successful marketers. Some hit it right off with their first try. It was the right program for them, conditions were right, the program was solid enough.

But a good number of these successful leaders had also been through several other programs before hitting upon the right combination. In some programs they achieved a little success. In others, no success. But they were smart enough not to keep butting their heads against the brick wall! They were convinced that, no matter how dedicated and committed they were to mediocre programs, they could not succeed like they wished.

They looked for something better. And kept looking until they found it.

My second research group involved those who had not been successful in marketing. They were still struggling to achieve any type of success.

Often, there were obvious reasons why they had not succeeded – the company they represented was weak, they had a lack of focus, personality problems, family problems, no training, etc. But there was that *one underlying reason* in every case. They had missed the real secret to consistent success. In its place they had substituted a mish-mash of positive-thinking mush.

Some were completely dedicated and committed. Yet, that very dedication kept them running around in circles.

Some thought they were dedicated – but they were really obstinate and could not, would not, admit mistakes. After all, they were "thinking positively."

Some confused their positive thinking with reality. “In the end, my positive thinking has to win out. It’s the doctrine of self-determination, the power of the Higher Power working within me because, without any reservation, *I BELIEVE!*”

Some, for various reasons, believed that just because the program was multi-level or network marketing, it (and they) had to succeed!

Often, many of these failures had attempted to follow the mutterings of a “leader” who had stumbled into success for one reason or another. This “leader” came to believe that he had deserved this success, not because of circumstances or good fortune, but because of some innate “mind power” within himself.

It’s true. Some marketers in some programs have a good degree of success because of factors outside of their control. It’s not what they did but what happened. For instance, they enrolled a friend who did nothing but enroll one other person. That second person built a big business. All the marketer then had to do was to qualify for commissions, either by signing up relatives or making deals. Or, let’s give him some credit -- enrolling enough regular prospects so he’d qualify for good commissions. But perhaps 70, 80 or 90% of his income came from that one person who came in more or less by accident.

But that’s the way that marketing sometimes works. In some programs we only need one “hot leader” on the first or second level. And that’s all right. But what isn’t all right is when we call ourselves “leaders” and spout off success secrets that had little to do with our growth. We were financially rewarded mostly through fortunate happenings rather than the steady application of principles. “Leaders” of this type often give little credit to those who really made them successful.

Perhaps it’s like a person who buys weekly lottery tickets. Let’s say he wins big and becomes a millionaire. Now, he goes on the road and holds seminars on how his “mind power” and “positive thinking” and “success secrets” made him wealthy.

Is this far-fetched? Aren't there computer programs and booklets being sold on how to win the lottery? Certainly. Aren't there psychics willing to take a little of your money (\$3.95 per minute) to tell you how to choose your lucky numbers?

So, luck can play some part – perhaps a large part – in someone's financial success. Not all is fair in this life. Some are born into poverty. Some into great wealth. Some with handicaps, others with great mental and physical potential. And sometimes we swim against the wake others leave behind them. Not only do we reap what we sow, but often we must struggle out of the weeds that others have sown.

Not all seems fair in marketing. Someone may join the same company as you do, work it a few hours, bring in a few great people, and have it made! On the other hand, you might find yourself working long and hard with people who have potential but need a lot of direction and training. Therefore, it builds much more slowly for you. Your success is not through just one or two people, but through many.

Whatever is the case for you, be of good courage because –

– if you understand the **power of inner marketing** and have that power working within you, you will reach the pinnacle of success **for you!** And you will know it and love it!

Before we can really understand inner marketing and all it implies, we should investigate several other points.

DEDICATION VS. ADDICTION

What is the difference between dedication and addiction? To understand that is to grasp the key to distinguishing between

what will work for you and what won't. That distinction can save you years of wasted effort.

Being addicted, or a junkie, implies that the person is unable to use reason or will power. That is why some marketers cling tenaciously to a program, no matter what kind of problems they face. They firmly believe that their very tenacity is positive thinking. *And, of course, such tenacity must win out!* That's what they've been told for years. *Just hold on a little while longer - or until you've max'ed out on your credit card limits!*

The marketing junkie trades most of his free time, extra dollars, family time, for the dream of success. He goes to seminar after seminar, buys tape after tape. He brims over with enthusiasm and renewed zeal – for he's on a "high." He discovers "secret" after "secret" which will turn things around for him. He catches the fever! He gets high on every new "ground-floor opportunity" that comes along. He's ready to try every new gimmick.

At the drop of a brochure or audio tape, he's ready to join another company because it's unique, or it offers a new wrinkle in its compensation plan, or it has some star at the head. But he continues to fail while continuing to believe that success is just around the corner. He will not give up the drug offered him – the reality-numbing thinking that success *will* come if he just keeps trying harder and harder.

These marketers are addicted to the concept that their iron-strong grasp to their program must bring success. And usually somewhere in here they like to throw in the word "commitment."

They usually have a few others clinging to the safe life preserver. And they'll either reach the island of Paradise together, or go down with the ship! *It's do or die.*

If, after they've given their all and done all the right things, they don't succeed, then they're told that they aren't trying hard enough, or don't have a positive enough attitude. "Just hang on a little while longer!" they are urged.

Often the story is told of the goldminer who dug a claim for some ten or twelve years. Finally, he gave up, sold his claim, and returned home. The buyer of his claim dug another foot and discovered the richest vein of gold in the territory!

“See!” the storyteller says in exultation. “Just hang on a little while longer! Just dig another foot. . . and then another . . . until you strike it rich!”

I could tell stories, too. About the prospector who searched in the Yukon Territory in the 1890’s. How he found a fairly rich deposit. But not rich enough. He moved on. And on. And finally in the Klondike region he found a deposit that yielded nuggets bigger than your hand!

I could tell about other prospectors who stuck it out, occasionally finding a few nuggets, but never striking it rich. But they believed! One dug into Dome Mountain for scores of years, believing he’d find the “Mother Lode.” But he never did. Perhaps because it was never there. And if it “ain’t there,” you can’t find it no matter how long you look “there.”

Stories are entertaining. But they don’t necessarily point out absolute truth. Of course, there will always be exceptional cases, lucky instances, and many other factors. But true principles of success cannot be derived from such isolated occurrences. Life has such variety of experiences that there are plenty of cases and stories which say, “There’s another side to this!”

That is why, when you’re not succeeding like you ought to be, it’s crucial that you re-examine the company you represent. Take a long, hard look at the principle of inner marketing. Being addicted to that program will not necessarily lead to success. Being hooked may give you certain feelings of belonging, euphoria, ego-satisfaction. But it may not get you money.

The **multi-level junkie** could achieve some success, at least financially. Because of his addiction, the feverishness it causes, he could generate a big downline. Some of these junkies go on to write books, propounding *their way* as the only way to success.

You can generally recognize books written by this group because of the emphasis on enthusiasm, positivism, mind power, and money.

What is the cure for these junkies, people who are so feverish in their activities that they can hardly stop to think? The cure starts with a diagnosis, for them to stop long enough to discover the principle of inner marketing.

Where are you now? Spend some time considering the following questions. Perhaps for you, one or more of the questions may not be answerable with a simple “true” or “false.” That’s fine – as long as you’re seriously thinking about it.

TRUE OR FALSE

- _____ The way to marketing success is to choose one company and stick with it no matter what.
- _____ Total commitment to your program will bring about total success.
- _____ Long hours of effort and sacrifice are required to achieve financial freedom.
- _____ Enthusiasm and positive thinking are the two top attributes of the successful marketer.
- _____ To call any loyal, dedicated, committed and hard-working person a “junkie” is wrong.
- _____ The road to success needs to be paved with sweat, long hours and max’ed-out credit cards.

Chapter 3

Recruiting Many Others - Is This the Secret?

“Success is a matter of luck. It’s who you get that counts.”

“Just recruit a lot of distributors. You’ll get at least a few good ones that way.”

“Throw the mud against the wall and see what sticks!”

“WE’LL BUILD YOUR DOWNLINE FOR YOU!”

You’ve likely heard and seen statements like these, promising an easy way to recruit associates. You’ve also likely seen marketing programs that suggest ways that you can guarantee success for yourself and others you bring in. When you’ve read their material, you perhaps thought it was virtually impossible for *anyone* to fail.

Many years ago, when I was just starting in marketing, I tried a program that really seemed to be a winner. It didn’t cost anything to join. It had neat and inexpensive sales aids. Within a few months I had a downline of several hundred distributors. And it earned me \$3.56 in my highest month!

Two hundred distributors? Isn’t that success? No. Your commission check is a much better indication!

No recruiting system is going to do the entire job by itself – in a legitimate program there is no money in just recruiting people. No matter how clever, how much computer designing and programming, or how exciting the compensation plan looks, these are no guarantee for sure success.

What is the best way to develop a solid marketing force?

Work with just a few key people at a time and help them to do the same.

Oh, but that sounds like it takes a lot of patience and work. And so unexciting. **Couldn't you direct me to something clever, some way where hundreds will just rush to join me in my network? Maybe some promotional idea, some direct mail, or automatic dialing system or internet system.**

I don't know any such secret. But if you're willing, I can lead you to a recruiting system that helps you find the right people, one person at a time. And you'll naturally find these people without pressure or fear of rejection. Nothing forced. No gimmicks. No hype. Just through *attraction*.

When I was learning the ropes in marketing, Sam contacted me about a "guaranteed program." It just couldn't fail to work. All I had to do is pay my monthly dues and earn a high profit. Sam was so convinced about this new idea that he was willing to pay my first month's fee and sponsor people under me. I kept saying no, and Sam kept calling and writing me, urging me to get in on this "ground-floor sure-fire opportunity."

"The program you're with," he told me with concern, "is old hat. You'll make ten times more with this new one in half the time."

I chose to wear the "old hat" rather than going with the latest beanie with the fastest propeller in the West! Why? Because the program I was working really clicked with something inside of me.

Well, that little propeller of Sam's soon quit spinning and he traded that beanie for another "latest greatest absolutely guaranteed MLM concept." It was much different from anything else, he told me. A really new wrinkle! No selling! Didn't even have to recruit.

“Just put in a few hundred dollars, and it will explode!” he promised.

It soon exploded. That company was shut down by the attorney-general; and thousands of people like Sam lost a lot of money.

What was the tip-off that told me it didn't stand a chance? The fact that I didn't have to work with distributors or build a market for the product.

Some marketers can recruit dozens, even hundreds, of people through the motivation of greed. But when it comes to something sensible and worthwhile, they shy away from becoming involved. There's a very simple reason for that. They don't have inner marketing working for them.

There are also many marketers who are not motivated by greed; they truly want the best for themselves and others. They would love to build a network based on the right principles. Yet, they're very hesitant to talk to others about their program. They find it very hard to recruit. In short, they don't have inner marketing working for them.

Once you find this inner power, you'll find recruiting to be one of the most fun-filled experience you've ever had. This secret has taken me from being a very shy, backwoods fellow who was afraid of speaking to strangers, to a crusader who is ready to “share” my product and program at the drop of a hat – or even the spin of a beanie!

THOUGHTFUL QUESTIONS TO PREPARE YOU FOR THE NEXT EXCITING CHAPTER!

Is a marketing plan and a compensation plan the same thing?

What's the difference, if any?

Can *anyone* become rich through MLM/Network Marketing?

Can *everyone* become rich through MLM/Network Marketing?

If the above two answers are different, why?

What's your favorite movie or TV program?

Estimate how many people you've told about that movie or TV program _____

Chapter 4**The Latest Greatest
Success Plan - Until Tomorrow**

Carl sent me a series of letters, asking my opinion on the “marketing plan” he was structuring for a new company. He had designed about 20 different ways to divide up the 50% or so, experimenting with from three to ten levels.

“What do you think is the best plan?” he asked me.

“I have no idea,” I wrote him back. “First of all, what you’re outlining is not a marketing plan. It is only part of a compensation plan. A marketing plan takes into account not only the payouts but also the product line, the leadership, the competition, and many other factors. Without knowing all of those factors, there’s no way I can make a recommendation on how to divide the commissions.”

CRAZY ABOUT FIGURES

A marketing plan includes many factors much more important than the division of the commissions. Yet, many marketers join a program mostly on the basis of the commission structure. A company comes out with a new wrinkle and many marketers go wild!

Lately, you’ve likely seen some of the most unusual – perhaps “weird” is the word – compensation plans in marketing. There are even ones that claim to be so different that they don’t call themselves multi-level or network marketing. Of course, you still need to enroll distributors to earn the bigger commissions. And you can develop a number of levels or generations of payout

These “weird” plans often appeal to the unsuccessful marketer who thinks that some marketing genius can design some program which will guarantee their success. And the plan may look absolutely great as they play with the calculator.

But remember that any company has only a limited amount of money to pay out if it is to survive. Because a marketing plan includes many factors, often a challenging compensation plan is overcome by the strength of the product line or leadership. But what may look like an easy, sure-to-win compensation plan cannot overcome a weak product line and poor leadership. In the long run, the compensation plan by itself cannot save the company.

Remember, too –

- Be wary of the marketing plan that “guarantees success.
- You’re not going to succeed just because the percentages look so great.
- You’re not going to succeed just because you’re one of the first to recognize the power of the new wrinkle!

Network marketing works because people have different needs and goals.

- Many people get in just to buy wholesale.
- Some get in to make a few hundred dollars extra per month – they need a little more income
- A few get in to develop large incomes.

To try to guarantee everyone the same level of success is not a workable concept. In fact, the mathematics of network marketing make equality of achievement impossible.

A marketing plan ought to be fair in its rewards and reasonable in its concepts. It should not favor the “early birds” greatly over those who come in a little later. “Join now and sign up your downline or upline before others do” is almost always a sign that the philosophy behind the plan is weak.

The power of inner marketing goes beyond the compensation plan. In fact, once you grasp this secret and what it means, you'll be able to easily judge the workability of any marketing or compensation plan very quickly and accurately. You'll be able to enhance your chances of joining a company with a strong potential of long life and fair profits.

For instance, Dennis and Sharon are a couple who have become super successful with one of America's oldest networking companies. Now, many of us more modern networkers might not consider such an old compensation plan very exciting. It is slow growth. But Dennis and Sharon looked beyond the percentages. The company's image and product line were the strongest assets of the marketing program to them. They felt they could best help a lot of people through those assets. And over the years that program has worked well for them.

So, for Dennis and Sharon, it was not a new wrinkle type of plan that helped them succeed. It was a different secret. Soon, you will discover that secret, too.

For now, though, it might be good to work on some real tough questions to prepare you for the next step.

Should you join a program under the first person who introduces it to you? Yes No Huh?

Why? _____

Because you contacted them first, should your prospects feel obligated to join a program under you rather than someone else? Yes No Huh?

Why? _____

Is it more important to you to have a stronger potential for success because of capable upline support and teamwork, or to avoid upsetting friends and family members?

Most important to choose best path to success.

Most important not to upset friend George's feelings or Aunt Betsy's high regard for you, her favorite nephew (or niece).

Would you rather have a dynamic leader as your . . .

Upline sponsor?

In your first or second level (generation)?

Nowhere – it would be too intimidating!

How much of your success will depend on your upline sponsor(s)?

Almost totally. If I fail, it's their fault.

Half and half. It's like a game of checkers. I move... they move...I move...they move.

Not at all. I'll do it my way.

Chapter 5**Sponsorship - A Time-Honored
Success Secret**

It was an embarrassing moment. Spence and I met in a convention held by a company in which we were both marketers. Some months earlier, Spence had sent me a large envelope of information on this new company. But I didn't go with it at that time. Later, someone else approached me. For several reasons, I joined with that second person as my sponsor.

"Why didn't you join under me?" Spence asked me, point-blank.

I stumbled for some explanation. It was difficult to tell the truth straight out. "Because I decided the other person could help me more," I finally said. I explained that the other person was closer to me and we could work together much better.

Spence was not happy with that. He said something about fairness and loyalty and walked away.

It seems that in network marketing we've been brainwashed to think that our sponsor *chooses* us, and not the other way around. It's the old boss-employee mentality. And it's time to get rid of it.

Let me tell you – being sponsored by a capable, hard-working concerned individual can mean a great difference between your ultimate success and partial success.

Too many times I've been sponsored by a person who disappeared beyond the sunset after he had my application and check. What can you do after that happens? Very little. Hello, out there! Yes, you, the fellow who sponsored me into that water-filter company some 25 years ago! Where are you? I'm still getting my

check every month and I must be earning a little bit for you, too. How about a postcard?

So, if you have a “sponsor” who rides off into the horizon after he has your application, what can you do? Very little. You have to go it alone . . . or seek help further upline . . . or quit altogether.

The best-kept secret is going to encourage you to take your time and learn more about your prospective sponsor. First, you won't be pressured into believing you must “sign up today in order to get the best momentum going.” You'll be more patient. You'll consider the possibility of a lifelong relationship with both the company and your sponsor.

Here is a very important principle:

**Take time to get acquainted
with your prospective sponsor.**

Remember, it's a “buyer's market.” You can demand the best arrangement because there are many more sponsors looking for good associates than the other way around!

Spend time learning more about your prospective sponsor's capabilities and commitment to the program he's promoting and to your success.

Network marketing is too easy on “sponsors.” You need very little achievement or personal development to sponsor others.

It's time now to make some distinctions. I've used the word “sponsor” as it is commonly used in network marketing. Often, that word is so loosely used it simply means someone who signs you up. But let's go to *Webster's Dictionary* and see what we can find.

“**Sponsor** – one who presents a candidate for baptism or confirmation and undertakes responsibility for his religious education or spiritual welfare...one who assumes responsibility for some other person.”

That suggests quite a close and lasting connection between two people. It's very much different than --

“**Recruit** – to fill up the number of (as an army) with new members.”

What a difference in responsibility between those two relationships! As a sponsor, you take upon yourself the welfare of another person. You assume responsibility for him or her. The word comes from the Late Latin and has its root meaning “*guarantor*” or “*surety*.” It is from the root *sponsus*, which is the past participle of *spondere*, “to promise.” It is the same root word from which our word “spouse” is derived.

Is the one who is trying to sign you up for some program ready for such a union, such a responsibility? Or, is she merely “filling up the numbers?” Just a *recruiter*. And once she signs you up, all she says is “Next!”

Think “spouse.” When you have a prospective recruiter working on you, and you are interested in that particular program, find out how close to a true *sponsor* he is.

Ask about other people he has recruited and how they are doing. Look for clues that show how strong is the relationship. Beware of clues like:

“Oh, I signed him up several months ago, but he never has done much.”

“Well, I haven't found anyone yet who's a real winner. But I think you'll be one! Whad'ya say?”

If this networker has very little positive or enthusiastic to say about his marketers, if he doesn't express a continuing relationship, then beware. You might even consider getting his

commitment to you written down and the terms spelled out. Of course, this might not have any legal power, but it will help to clarify the potential relationship.

How is your prospective sponsor going to help you develop your business? How will he handle leads? Will he compete with you by signing up others in your area under himself? What is his success plan? What is his schedule like? Does he budget at least eight to ten quality hours per week to work with his group?

What kind of success has he had? Has he helped at least several others achieve at least modest success? What will he do for you if you in turn put in a certain amount of effort? What does he think of his upline sponsors? Does he attend or give regular meetings? What products or services from the company does he use? What is his family like? Does he have a good relationship with his spouse? Do they work the business together?

Not all answers might be positive. But just by asking them you'll start to get a handle on this person's character and commitment. You'll start picking up on his body language. Read between the words and see how comfortable he is with your questions. Is he open to revealing his own struggles and successes in this business? Or, is it all rah-rah? Is he faking it?

Of course, perhaps this person has just started working in a program and has very little track record. Now, you'll have to see how he has related in his other line of work and with other people. Also, it could be very important for you to interview someone in his upline who has been with the company for a while.

Don't rush this process. If you make too many demands even on the most capable and patient sponsor, she might tell you, "Get lost!" So, the important thing is to learn more about each other and see how well you two can communicate.

Perhaps the most important question is, "Is this person the kind of sponsor I'll feel happy working with for years to come and helping her get rich!"

Remember, you are never obligated to join a program under the first person who tells you about it or sends you a brochure. No more so than you're obligated to marry the first person who proposes to you or whom you date! **It's high time that networkers choose their sponsors!**

Also, keep in mind that the people you will try to sponsor in the future have the right to ask the same kind of questions! But you intend to be professional, capable and caring, right? You are going to assume your prosper responsibility for the people you sponsor.

**You are willing to earn
the right to be a sponsor!**

Perhaps this is where I'll lose some readers...or make them angry at me. Responsibility is something a great many networkers detest. Too many want to get rich without taking upon themselves any responsibility for the welfare of others. All they want to do is "think and grow rich." Or, perhaps "send out some brochures, speak to a few people, and get rich."

If that's the image you have in mind for yourself, then don't be surprised if you attract a recruiter who thinks the same. And don't be surprised if you go from program to program, seeking some unfindable method to get rich where no one makes any kind of commitment to anyone else! Where no relationships are ever developed or deepened. Where abilities and talents are hidden until they rust or rot.

The best-kept secret to networking success will help you get on the right track when it comes to being sponsored and sponsoring others. It's the principle that is the foundation of all other principles for business success.

That arch-principle is so important that I must lay a solid groundwork before presenting it. I must deal with the other popular concepts that have been presented so enthusiastically as

the key or secret to success in this field. I must address some “secrets” that have been touted for decades and that lack the real secret

I suggest that you give some serious thought to the following questions before beginning the next chapter.

A QUESTION OF ENTHUSIASM

Do you feel that enthusiasm is the most powerful force for success in any entrepreneurial program?

Yes **No** **Huh?**

If **yes**, where does one get such enthusiasm from?

- The “Breakfast of Champions”
- Books, tapes and seminars
- } The internet
- A good night’s sleep
- Pressures from bosses, bill collectors, tax collectors
- Friends and family
- Sex
- Other _____

If **no**, what do you feel is the most powerful force for success? _____

If **huh**, rate your degree of foginess:

- Very foggy
- Mildly foggy
- A wee bit foggy
- Huh?

Chapter 6**“Act Enthusiastic!”-
Fire Without Fuel**

He was a jumper! Leo could generate enthusiasm even before his morning coffee. He had read a lot of books and heard countless talks on how enthusiasm can make the difference between success and failure.

But after listening to him for a while, you doubted his sincerity. He said things like, “Even if the product was no good, I’d go with it because of the money! Did you see the percentages?”

Or, “Don’t look at what’s wrong! Just focus on what’s right! And act enthusiastic!”

Act enthusiastic. That is one of the most nonsense-filled phrases ever devised. It is equal to saying, “Be what you are not!”

It’s make-believe – “fake it ‘til you make it...even if you never make it!” Be an actor. Go for the Oscar!

The word *enthusiasm* comes from two Greek words – *en* and *theos*. “In God,” or “God within.” In today’s thinking, it implies that you have a force within you, that you are inspired. *Inspired* is close to the same meaning as enthusiasm. It means “spirit within.” So, it has to be within you before it can really by expressed by you.

If you act enthusiastic, that’s not really enthusiasm. It’s a put-on, a game of make-believe. Perhaps at times that pretense might be necessary. When you feel tired and draggy, or have a severe headache, yet you have a job to do, it might help to act more excited than you feel. Sometimes acting enthusiastic can help to get your spirits up and get you over the hump. It can get your endorphins or energy flowing a little faster.

But as a long-term method of building your marketing program, that acting has too many weaknesses. You will be found out – first by yourself and then by others.

I think of two marketers I interviewed. They admitted they had joined a certain program because “it was mainstream and the best way to make a lot of money in a short time.” They didn’t necessarily believe the products were the best. Nor did they believe that the compensation plan was equitable for all. It favored the few – like themselves, the “heavy hitters.”

Both of these promoters went about building their organization “with enthusiasm.” They knew how to act, what to say and do, how to get themselves fired up. They came across as being “filled with the spirit” of their opportunity.

Mostly, it was a self-centered act. Yes, both got to the top of the heap. But not for long. They couldn’t keep the act up when the company faced problems, when products were back-ordered, when more and more customers returned the products and marketers quit. Especially, they couldn’t keep excited when the size of their commission checks rapidly shrunk.

For a few more months, they kept recruiting, but their level of enthusiasm died a fast death. In a way, these marketers were reflecting the image of their company. That image was based on wrong concepts. It didn’t have true value.

Acting enthusiastic may work for a short time. The rah-rah meetings don’t produce lasting devotion that stays with you. The “get-yourself-hyped-up” artificial excitement doesn’t seem to work after you’ve butted your head against one-too-many brick walls on what you think is the road to success.

“The only way to make some good coffee is to put some in!”

Imagine enthusiasm as the coffee percolator, blending the juices from those rich Bolivian coffee beans with hot water, and bubbling over with the aroma and flavor of good coffee.

“Acting enthusiastic” – that’s just the bubbles. You are bubbling over even if the coffee is inferior. That kind of percolating may deceive yourself and others for a while – until the taste test.

No – the best-kept secret to success is not about “acting enthusiastic.” Yet, true enthusiasm is a by-product of that secret. When you’ve found that power of inner marketing, you’ll never again be concerned about enthusiasm.

The enthusiasm will come. It will be like your heartbeat or thoughts. You won’t think about “producing enthusiasm” because it will be an interwoven part of your entire being.

Would you like that? I’m sure you would. Because it can transform your entire approach to network marketing and make you more and more successful. It can help you sponsor others and lead them to equal success.

Chapter 7

**A Touch of
the Best-Kept Secret**

“The grand essentials to happiness in this life are something to do, something to love, and something to hope for.”
- Joseph Addison

“Emotion is not the Cinderella of our inner life, to be kept in her place among the cinders in the kitchen. Our emotional life is *us* in a way our intellectual life cannot be.”
- John MacMurray

We as marketers often make one common mistake. This mistake weakens everything we do to promote our program. It takes away the vigor in our speech, the warmth in our one-to-one presentations, and it drives us to try just about anything that comes along and promises us success.

For a long time I continued to make that mistake.

THAT MISTAKE?

We assume that getting the facts to the prospect is sufficient to produce a commitment.

I’ve prided myself over the years for my logic, for being able to tear holes in seemingly tight arguments, in finding the weakest link and exploiting it.

That's the way I first approached network marketing – like a defense attorney defending my program and like a prosecuting attorney in tearing apart other people's positions.

I knew the facts. I presented the facts. I defended the facts.

BUT I DIDN'T MAKE MUCH MONEY!

It took time and trial and error – but now I'm learning to use *the most powerful secret to success in marketing.*

For a long time I've tried to bring my program or product together with a prospect. Marketing was something outside of myself, something I said and did.

NO MORE.

Yes, I believe in the power of facts. These serve as a much-needed foundation. But people seldom decide to join your program or buy your product solely on the basis of facts. **They join or buy because of the emotional atmosphere you've created.**

The emotional atmosphere is the reactor. A friend of mine calls this reactor "body language" – what you convey with your face, your smile, the tone of your voice, the position of your body. Yes, that's partly the answer.

Yet, the emotional atmosphere goes beyond all that. **It is also what you convey with your heart.**

One of the hardest things I've found in my interviews with some successful network marketers is to say "no" to their program. As I talked to them, often I felt the power of this emotional atmosphere surrounding them. They just talked about how they felt about their products and company, how these helped people and themselves. And as they did this, their faces lighted up with confidence that was almost irresistible.

That's how I felt, for instance, when I interviewed the successful team of Sibyl and Nancy. They really had become a product of their product!

“You've got to believe in what you're doing,” Nancy said. “We always felt we were doing much more than building a business for ourselves. We felt we were also contributing to a bigger objective, that of helping people to ease some of the hurt of the world.”

Sibyl agreed with that. “It's impossible to be happy while being selfish. If you live your life for others, and if you think of others, happiness will come to you.”

That kind of philosophy produces emotional power! That power goes beyond mere techniques and self-generated enthusiasm. It actually generates natural enthusiasm. **It is INNER MARKETING!**

When I met Andrea from Calgary, Alberta, I saw that inner marketing working in her also. Andrea came from the former Yugoslavia. In Canada, she was introduced to the “freest of free enterprise” – network marketing. What a contrast to the socialist system she had been raised with! She was excited with the potential of having her own business that would free her to reach her potential without the constraints of an overbearing government or a cumbersome economic system.

That wasn't all. During one of those bitter Albertan winters, Andrea became seriously ill. She barely clung to life. That's when someone introduced her to an herbal product line. Using these products, she regained her physical strength and overcame her illness in a short time. Then, she was able to lose the weight she wanted without dieting.

Andrea found a way to a higher level of health and beauty. Do you think she could keep silent about what had likely saved her life and helped her live with unbounded energy? No way!

“Just using these products would make me feel selfish as there are so many people who may need them desperately,” she said. “I share this program with each new person I meet. Anything less is a disservice to a customer.”

That kind of attitude is much different than mere selling of a product. A salesman who drives a Lincoln might make a living selling Cadillacs! He himself is not a user of the product and hasn't experienced life-changing benefits from what he sells.

Inner marketing doesn't come from positive thinking. It comes from *transformed thinking!* A life has been changed for the better; that life in turn touches the lives of others. Such a life has unlimited power to transform the thinking of many others.

Perhaps this is why the health, nutrition and weight-loss programs have consistently made up most of the leaders in network marketing. People experience dramatic personal benefits and then they naturally want to share those with others.

The health and nutrition fields aren't the only ones to achieve success. More and more product lines and services are now making great impacts on people, both from the benefits they offer to the financial opportunities they generate. From telecommunications to travel, from financial services to personal-growth programs, network marketing can meet the emotional and intellectual needs of just about everyone today.

AND . . .

. . . whatever meets people's needs at the deepest level in an improved way can produce the power of inner marketing.

For instance, I think of an older couple, Ted and Sally. They're independent marketers for a car-product line. Being the

children of farm workers, they spent much of their early years struggling in the fields of California, trying to better their lives.

Ted had a dream. A burning desire. To become financially independent. To be his own boss. But how? He spent ten, twelve, or more hours each day barely earning enough to support his family. The few hours a week he had to himself he spent on one of his great loves – taking care of his and his wife’s cars. Not great cars, just older practical vehicles. But he kept them well-repaired and polished.

When Ted discovered a product line that really made his cars look like show pieces, he got excited. He got even more excited when he found out he could make good money marketing these products!

This couple became so excited that in a few years they became the number one marketing team in their company.

Was it easy? No. Ted would tell you that it was far from an overnight success. He had much to learn about business and people. But Ted had an emotional power working in him that saw him through all the difficulties and challenges.

“There is no marketing plan without a worthwhile product that people use,” Ted stated. “To really make it, work with a good product. There are no shortcuts here.”

All of the people I’ve mentioned built very successful programs because of their love for the products they marketed. When talking to others about those products, they had an “*emotional overflow*.” They could convey great conviction that surged from the inner recesses of their beings.

Yet . . . there is another mark of a good network marketing opportunity that helps to produce inner marketing.

M O N E Y !

Most people can't afford to market a product on a continuing basis if they don't make money at it. An important fact of life.

This means –

a good company also has to have a compensation plan where the marketer will feel justly rewarded for his efforts.

This doesn't mean that he has to make a HUGE PROFIT on every sale. It does mean that the profit has to be fair but not exorbitant. Many companies have failed on this point. Their product was unique and promised dramatic benefits. Knowing this, the founders charged too much. In some cases, their markup was ten to 20 times their production costs.

When marketers become aware of the pricing structure, many don't feel right. Yes, people need this product; they benefit from it. But someone is not being fair about the pricing. Soon, there are other companies with the same or similar products with a more competitive price. Guess where many of these original marketers go? To the company with a fair price.

Why? Because most are not sales people seeking for the highest profit. They are consumers who want to share what they've found. If they find something that delivers at least equal benefits at a better price, they think of their future customers. Wanting to deliver the best value, they will switch to the new company.

This is part of the power of inner marketing. The marketers want everyone to have access to a worthwhile product line. But they also want a fair price.

Most marketers want to make a fair profit, not an outlandish profit. They are decent folks who believe in value and justice.

These kind of marketers can't consistently work with mixed emotions. They may start off feeling very emotional about the

product line. But that emotional power can be greatly weakened by the adverse emotion of the unfair price.

That's why many marketers stay with their company even if they're not earning as high profits or commissions as some new companies may promise. They will rarely switch because of the allure of higher profits or some new kink in a compensation plan. This is the kind of emotional power you want in yourself and in your associates. This will bring you the best potential for long-term financial security.

Frank was a shy fellow who desperately needed to make more money. He had tried a few marketing companies in the last few years, with mixed success. He found that for some reason he could not put his heart and soul into any of these.

Then a fairly new company came along. Frank loved the products and believed in their value. He felt the company had fair prices and an equitable compensation plan. "I wanted to be making \$5,000 a month after a year," Frank said. To him, that seemed fair for a year's solid effort.

He found a good number of other people who also felt as he did about the company, its product line and compensation plan. Within six months, Frank was earning that \$5,000 per month. In fact, he had achieved twice that, and his income was increasing by several thousand dollars every month!

The fair-profit structure is very important to Frank, as it is to millions of other marketers. They want value at a fair price.

KNOW THIS –

You want to have a life-enhancing product or service, and the price for this has to be fair. This is essential to produce the lasting power of inner marketing.

A THOUGHTFUL QUESTION

If another company came along where you knew you could make twice as much money just as quickly as in your present company, would you switch? _____

Why? _____

List some of the key factors that are keeping you attached to your present marketing program?

Chapter 8

How to Produce the Emotional Atmosphere You Want

So, you're ready to discover the power of your emotions in building your financial future? Great.

What words do you use? What techniques? What seminars do you go to? What tapes do you listen to? How do you act? What kind of magic do you use?

Any voodoo available for a shortcut method?

By asking these kinds of questions, we miss the point entirely. **There are no techniques, no rules, no secrets, no shortcuts.**

Rather –

the emotional impact that you produce arises from your inner relationship with your product and program, not from some kind of formula. If you need to think about what to do in order to produce it, at that moment you don't have it.

Emotional power is -

thought-lessness. It bypasses your thinking process, for **it has become you**, not something you consciously do or think about at the moment.

Let me illustrate. Several years ago I looked into a very slick company – I'll call it DEF. It was just entering the network marketing industry. DEF was financially very well backed. It seemed to have everything needed for success -- beautiful literature and sales aids...top audiovisual aids... very respected trainers and motivators...a reasonable and profitable compensation plan. Throughout their program, the hand of the craftsman was evident. They spared no cost in being professional all the way.

Did this company succeed?

The crowds were wowed. Thousands joined even before kickoff.

DEF sold millions of dollars' worth of products in their first month. They set industry records.

All poised for great success, hm?

It poured millions of dollars into promotion, held meetings across the nation in almost every major city. Its PR department got dozens of articles into major newspapers and magazines.

Did DEF succeed?

NO.

Why? As I look back at this experience, for I was involved with it as an early marketer, I believe there was **one main factor that was lacking.**

The heart was lacking. The corporate leaders failed because they had little or no emotional commitment to what they were doing, or to their marketers. Their prime objective was to make more money for their company and stockholders. They tried to use a system of distribution that works best only when the heart is totally in it. No heart, no

success. Even the best of proven big-business methods will not guarantee success in a “heart business.”

The company’s executives had commitment, of course, to their particular goals. They invested millions of dollars, expecting a high return. They seemingly did all the right things. They used all the big-business and corporate techniques that can build multi-billion-dollar companies and promotional campaigns.

Big-business leaders forget one important fact - they were dealing with independent small-business people. These are people who generally don’t know much about selling and professional promotion. But they know how to move products because of the emotional atmosphere they create by being themselves.

The very presence of these kind of marketers created this emotional atmosphere because –

They are a product of the product!
They believe they are doing good!
They have heart!

To me, this isn’t a theory. I’ve interviewed over 30 super-successful marketers. Almost all had this kind of heart-minded business.

It’s true that I’ve met a few marketers who’ve made a lot of money through manipulation, high-pressure techniques, big-business tactics and other forms of actions that don’t arise from the tender heart. These were short-termers. The companies they promoted were also short-term. And both companies and these marketers were flash-in-the-pan types. They made their money quickly, and then disappeared. They were not your typical, high-quality, people-caring marketers.

What do you do if you meet one of these heartless marketers who attempts to get you involved in their scheme? Your power of inner marketing will click in with clarity and let you know to avoid any connection here.

The more you associate with other caring marketers like you want to be, the more able you become to attract others like that to yourself.

I think of Don and Jan. This couple joined a company when it was quite new. It didn't have any flashiness no big percentages of payout, and no "heavy hitters." Don and Jan succeeded in achieving an income of over \$100,000 by the end of their first year. This is what they said:

"You must be emotionally and intellectually honest with people. You can't pretend that something is good when it isn't. Our company has that kind of integrity, and therefore we love to share it with others."

TENDER QUESTIONS

Intellectually, what do you think about your company?

Emotionally, how do you feel about your company?

Chapter 9

Power Through Communion With People

As I talked with people like Don and Jan, Sibyl and Nancy, Frank, Andrea and others, I started catching onto to how movingly powerful person-to-person communications could be.

I was very interested in what was happening inside the minds of such successful marketers...not just what they did and said, but what they thought and how they felt.

I discovered that they were marketing their products and their program from the **INSIDE OUT!**

The sale had already taken place in their heads - perhaps in their hearts - before it took place between them and their prospects.

THIS IS IT!

Finally...I put my finger on it! "This is the secret!" I exclaimed to myself. **"This is the power of emotional commitment that comes from an inner conviction."**

I knew my approach to marketing was also changing! I **WAS CHANGING!** I was **learning to trust my gut-level feelings more, to ride with the emotion - to feel at one with my product and program.**

Was that exciting?

You bet! It felt like heavy shackles being unlocked from your legs and arms -- a mountaintop experience!

Techniques of presenting my program to others, of approaching people and recruiting – techniques which I had long studied and never became a master at – suddenly started to become second nature to me. It was a thrilling breakthrough!

One-on-one with people...and in front of groups...I no longer found myself stumbling as much, straining to be convincing, no longer so shy, as I spoke from my heart.

I found I was not just talking - I was communicating!

I was in communion with people - with my prospects, customers, distributors, associates.

People spoke to me after a presentation and said, “You came across with great credibility.”

Another benefit. I also learned to judge new marketing programs rather astutely, not only logically but with my feelings. Since that time, I’ve made very few mistakes in predicting which companies would be successful and which wouldn’t stand a chance.

Another benefit – ***I was having fun!***

There are few things more attractive to people than fun. Steve and I both struggled at about the same time to make a car product successful for us. Sooner than I did, Steve hit upon this key to success:

“IT MUST BE FUN! Perhaps this is the greatest key to success. If we struggle with a plan, no one wants any part of it. **If we’re comfortable with it and having fun, almost everyone will want to join us.”**

We have fun when we go with our emotions, when what we’re doing is just a presentation of what’s at our deepest level of being.

We struggle and feel insecurities and regrets when we work against our emotions. If your heart and heart are in a struggle, you're in an inner war – and that's no fun.

If you're experiencing such a war, it's time to ask yourself some very pertinent questions.

Am I in this program just for the money? Do I really believe in what I'm doing? Do I feel I'm trying to take advantage of others? Am I offering real value for the money I'm asking others to invest? **Why are my emotions the way they are about this program?**

Count on it - your personal emotions and attitudes show through.

Our personal attitudes and emotional reactions to our marketing program show through in ways we don't often realize. According to one leader, "We become the sum product of our product, our marketing program and the basic philosophy of our company."

Fortunate is the marketer who finds a company that produces favorable and strong emotions within him in all, or at least most, facets of the program.

Carolyn, a leader in one of the well-established network companies, pinpointed this fact:

"You have to believe. When you become a believer in the products, it will change your life. You can take an introvert and change...him into an extrovert if he believes 'in the cause.' You don't have to be a public speaker; just tell the story. That's all I ever did. That's all I do today."

When "it all comes together," your emotional attachment to your program goes beyond logic. Sure, the foundation is reason. The facts have to be in your favor. But the inner power comes from more than logic.

Your work becomes more like a good marriage than a job. The marketer starts to speak of *my* company, *my* product, *my* company, president, etc. It is no longer “yours” and “mine” but “ours.” We feel a oneness and thus a wholeness.

This emotional identification comes through in ways we don’t even think about. It underlies our conversation, person-to-person contacts, meetings and letters. It will help us overcome “stage fright” as we stand before a group of people.

Cathy of Pennsylvania discovered this. When you know Cathy’s story, you’ll say, “If she can succeed in marketing, so can I!”

You see, in her thirties Cathy experienced a growing problem with *agoraphobia*. That’s a great fear of open places.

Cathy realized she had to do something to fight her way out of her anxiety problem. When a friend invited her to a beauty-and-health product party, she decided to go.

As she drove to the meeting, Cathy faced a severe fight with an agoraphobic attack. She broke out in a sweat, her body tensed, her mind filled with fear. But she fought it and kept on driving.

She was so impressed with the program she saw that she became a marketer. But to build a business, she would have to drive places, visit people, attend meetings. How would she overcome her mind-paralyzing anxieties?

Cathy went to the local funeral home and secured a bottle of smelling salts. “For two years,” she told me, “I never did a presentation without the smelling salts on the table beside me.”

Her first show was to her mother and eight of her friends. “The blood pounded fiercely in my head and I perspired so much that I couldn’t hear what I said,” Cathy recalled. “I knew I talked much too fast. But the feeling I had when I finished was well worth it – because I had faced fear and come out a winner.”

If Cathy hadn't been really sold on her products and program, do you think she would've gone through such trauma? Of course not.

Cathy has gone on to become a leader and high earner in her company. She also speaks at many conventions and seminars.

"It's still difficult for me," she confessed. "When I'm finished, I rush down from the podium and sit next to my husband, and ask him, What did I say? **But I always speak from the heart, without notes, and people relate to what I say.**"

Our emotional commitment will urge us to talk to strangers and friends alike. It will often, without our conscious thought, help us to find ways to turn ordinary conversations into natural opportunities to share our products and program with others.

When this starts to happen, you'll do those things *naturally* that so many trainers and books have been trying to make us do consciously, and thus unnaturally, without inner power.

When this starts to happen for you, you'll wake up each morning with joy, and you'll go to bed at night with a new expectation for the next day!

THAT'S REAL INNER POWER! And it's within your reach.

EMOTIONS AND SELLING OPPORTUNITIES

In my interview with Steve, he had much to say about natural selling opportunities.

"No one likes to be sold something. Through natural situations, we show what we have and share how we've benefited. A person is not sold so much by what he is told but by what impressions go into his subconscious mind.

This is the power of **non-verbal communications.**”

Steve pointed out how the subconscious mind of the marketer reaches the subconscious mind of the prospect. **“The only thing I have to sell is myself,”** he emphasized. “If people believe in me, they’ll believe in my product and marketing plan. I can’t fake it. At first, I attempted to sell a product that I doubted would work. I had to build up my personal confidence in the product.”

Perhaps you’ve already experienced what Steve was talking about. Or, perhaps you’ve experienced the opposite. I have.

Early in my marketing experience, I joined a company because it seemed to have everything going for it – financial strength, qualified leadership, a consumable and needed product line. My early efforts with this company were very successful. But within a few weeks I became disillusioned.

Yet, because of my initial investment in the program, I tried to continue. **But I could no longer feel an emotional oneness with it.** Every letter I wrote to promote it was tough to write and lacked conviction. My heart was gone out of it. When I saw this more clearly, I had to drop out of the program. For me, there was no other choice. (The company didn’t last a year without me!)

Likely you’ve had the same experience with a lack of conviction. Then you’ve realized this:

Messages and meanings are communicated not only by words but also through the way we talk and look and feel.

**Our words must be part
of our very heartbeat.**

“We had to believe in the product line and find it highly marketable,” Robert and Carol, the top marketing team for many years in a health company, stated. **“Selling is simply sharing your convictions with others.”**

EXAMINING YOUR CONVICTIONS

When you have a half hour or so of quietness by yourself, ask yourself the following questions. Don't try to verbalize as much as *feel* the questions and answers. How is your heart responding?

1. I like the products or services I'm sharing because --
2. The leadership of my company deserves respect because --
3. My associates in this program deserve my honor and help because --
4. As a marketer in this program, I deserve the respect and honor of others because --
5. If I had all the money I needed to fulfill all my dreams, I'd continue to share these products and program with others because --
6. I always feel good to see all and any of my customers and associates because --
7. Thinking about these questions, inside I feel --.

Chapter 10

How Real Emotions Bring Unstoppable Power

Your prospect must sense the **real emotional you** if he is to be moved to action, whether that action is a yes or a no. If he has no sense of who you are, then he will delay a decision, or say no as a way of not making a decision.

First, we all have to admit that not one of us is at all times absolutely “real” when we relate with others. The renowned psychologist Paul Tournier spoke of this often. He said that we all live to some degree behind a mask of convention, habits, false aspirations, mixed motives and pretenses. As hard as we might try to be ourselves, we don’t understand ourselves completely.

Unfortunately, marketing has a tendency to bring out the mask in us. We are tempted to “fake it until we make it.” We feel that we must have achieved success in our program before we can encourage others to try it.

Marketing can also appeal to the competitive spirit, sometimes too much so. It is hard to cope with the competitive turmoil inside us, so we mask it with an aura of calmness and the appearance of success.

These masks and their cause will affect how we present ourselves and our program to others. These masks will produce confusion and conflict, both within ourselves and among ourselves.

Earlier, I referred to a program where I tried to maintain a mask of conviction when I did not feel at one with a company. Repeatedly, I tried to convince myself on the basis of logic that the program was strong and worthwhile. BUT – my subconscious

mind, the old “gut-level feeling,” was uptight about it. And why not? The program’s initial appeal was to the competitive spirit, to the desire to be first to reach others with the news of this tremendous new breakthrough in marketing.

In my promotion of this program, I wound up saying things based, not on first-hand experience, but on what I hoped would be true. You can be sure I was sending out mixed emotions to my listeners.

“How do you *really* feel about this program?” they’d ask.

I could not fake enthusiasm. So I said, “It’s a very profitable concept in marketing.”

Notice how detached that answer is. Much different than being able to say, “I really feel it’s great! I’m very excited about it! It’s the best I’ve ever seen!”

“What do you think about the products?” was another question. “Are they really good?”

I’d reply, “They’re reasonably good for the general public.” How I’d have loved to be able to say, “I use them, and I’m convinced they’re really great! A lot of other people have told me the same.”

But I couldn’t say those things – because I *had* used those products, and in my judgment they were inferior and not worth the money. They didn’t help to enhance people’s lives.

The simple truth is –

You can’t remain emotionally enthusiastic about a program you’re not emotionally committed to.

This kind of commitment brought great success to Richard and Carol. “The products have to have a personal, beneficial and vital effect on your life,” Richard stated. “We felt we finally had an unbeatable combination – a product line we were emotionally

tied to, and a business opportunity that brought reasonable and decent rewards. It was going to be a success! We were absolutely sure about it.”

With that kind of conviction, they rose to the top and became millionaires through their program.

**Count on it - your prospects will listen
with more than their ears**

**Your emotional integrity plays a vital part
in your power of personal persuasion.**

That’s quite a mouthful...and you may have to read it again. Do so, because the *secret of success* is fully included in that sentence.

If in any way you feel a sense of phoniness in what you say about your program or products, you face the likely possibility of using words and phrases that will warn your listener. I’m sure you’ve read letters or listened to speakers and sensed that something didn’t quite ring true. Can the same thing happen to you as a speaker? Most definitely – if there is something you don’t feel comfortable with, your body language will reveal it.

Success comes from being an integrated person. That is, someone who “has it all together” doesn’t feel conflicts between what he says and what he believes, what he does and what he feels is right.

I like the way Ron Reynolds states it in his book, THE GIFT

**“Success is not something you pursue;
success is something you attract by the
person you become.”**

Jacob Boehme said it well about 350 years ago. His words still ring true today.

**“For realness, the exterior of our life needs
to be the signature of the interior.”**

When we're able to let our outer actions and words arise naturally from within, we have power BEYOND words and actions. When we are presenting our products and program to others, in effect we should be saying, "This is what I believe. This is what is in my heart." If you can do that, then you are using **INNER MARKETING - the best-kept secret to marketing success.**

Here are some clues that prospects will pick up behind your words.

<u>REAL</u>	<u>UNREAL</u>
Spontaneous	Artificial
Caring	Manipulative
Warm	Cold
Involved	Detached
Honest, open	Dishonest, closed
Integrated	Disintegrated
Frank	Round-about
"You"-centered	"Me"-centered
Joyful	Miserable
Life-centered	Money-centered

None of us are all on one side or the other all the time. We do a little shifting here and there, especially when we feel threatened. But the general trend will surface in a person's life no matter how hard he tries to hide it.

A solid marketing program involves more than just the initial contact. There will be follow-up meetings, phone calls, letters, and more meetings. Although we might be able to avoid the unreal attributes from showing through during the first meeting, eventually our true emotional relationship to the program will show itself in its true colors.

Where does that emotional relationship begin? Much of it begins with the executive leaders of the company. They set the tone of integrity throughout the organization. Eventually, that also becomes the tone of the marketing force.

Bill G. of New Jersey in his mid-twenties was already highly successful in managing a retail chain. But when he discovered network marketing, he felt he had found a field that would really bring out the best in him.

Bill's success was so outstanding that soon he was regularly socializing with the company's executive leaders. That's when he discovered the underlying lack of integrity, the disregard for the marketers and customers.

"I became uncomfortable with the policy of filling people's closets with products and then bidding them farewell," Bill said. So he bid that company farewell.

Bill likes to quote John Wanamaker:

"Let those who follow me continue to build with the plumb of honor, the level of truth, and the square of integrity, education, courtesy and mutuality."

Where does true success come from? It comes from the means of reaching goals rather than the goals themselves. It comes from one's vision and the attitude of dignity towards others. From this inner power come the skilled management, the financial commitment and the highest principles of business-building.

First comes the heart of the craftsman; the tools follow. It's not the other way around.

Many others as well as I have shaken our heads as we've seen some very promising marketing companies go into business ...and then out of business. They started with millions of dollars in capital, experienced management, modern marketing plans, quality products, good marketers. They had everything you'd think they needed to guarantee complete success.

Yet, within one year they've gone bankrupt. Why?

They lacked vision of purpose. They lacked the attitude of dignity toward their co-workers and marketers. Perhaps they

lacked the courage that comes from such vision and dignity. They were out for a short-term cash turnaround. Often, in marketing that leads to a short-term company!

The dignity of the company's leadership will encourage dignity in the marketing force. To recognize that all people are equal in their worth, all are as valuable as the president or the leading marketer, all deserve respect and fairness – that is the kind of greatness that leads to long-term success.

If you felt a twinge of discomfort as you read that, perhaps you should take a closer look at the company you represent. Perhaps they don't deserve you. If that's how you feel even to a small degree, you'll never be able to get the FULL FORCE of your emotional power working for you. That doesn't mean you should quit, because there are many other factors to consider. Perhaps they have some products that are very worthwhile and mean a great deal to many people. Perhaps they have some leaders you can look up to.

Nothing is perfect in this world and we have to be realistic. Yet, you have to take a careful look at the main forces within your program and judge which way the balance is leaning – to the positive or the negative.

Be wary also of the company whose main goal is to become the biggest in the shortest time possible. That means the focus is on the wrong goal. One founder of a marketing company stated it this way:

“I take great pride in knowing that we had patience not to fall into the trap of competing to be the biggest in the shortest period of time, but instead operated from the intention of becoming the BEST! . . .becoming all we can become and letting success take care of itself.”

Simply put – you grow into success as you grow more capable, more caring, more able to help others.

There are a good number of great companies with leaders of greatness. Any marketer who aims to achieve the best can find inner power in one of those programs.

Why, then, do so many marketers join a company that is deficient in the character of its leadership, lacking in a product line that changes lives, families and society? Why do so many marketers concentrate mainly on a compensation plan that appeals to greed or laziness, or seek out a program that promises success without commitment or personal growth?

Perhaps many of these people at first have been simply deceived . . . misled . . . mis-educated.

Perhaps some could not stand to be associated with a company that has leaders with dignity and vision. They would find such companies to be threatening and unsettling.

I'm sure there are other reasons one could discover. But it's more important to discover for yourself the qualities that will produce inner marketing for you. Because when you incorporate those principles into your life, then you can have unstoppable power. You can work with mind, spirit, intellect and emotion.

Would you like that kind of power? It's coming!

Chapter 11

The Source of Emotional Power

From where do our emotional reactions come?

From “acting enthusiastic”?

From “acting sincere”?

From “acting emotional”?

Of course not. An act is not the real thing.

Our emotional reactions come from the products or services we market . . . from the marketing plan . . . from our upline and company leaders . . . from the information we receive and assimilate. Those are just the beginning!

Our emotional attachment to our program grows through confirmation of our beliefs from our experience and that of our customers. . . from our downline people . . . from the media . . . from LIFE!

Emotional strength also comes from the atmosphere others in our program generate as we associate with them.

Our emotional attachment comes from our inner conviction that what we’re doing, and how we’re doing it, is right and good.

It’s right to help the environment around us and conserve our natural resources.

It's right to help people become more financially secure.

It's right to help people discover a way to better health, personal growth and increased happiness.

To have a hand in doing even just a little bit to help others and our world produces emotional power within us.

Take the George and Sheila R. and family. They suffered from health problems like overweight, a bad knee, too many colds and illnesses. What really pained the parents was to see their young daughter Elizabeth. "She seemed to be wasting away," Sheila said. "She was sick, pale and getting worse. We seemed helpless to changed the situation."

A neighbor introduced them to a nutritional program using whole foods and herbs. The family decided to give it a month's try since it had a money-back guarantee. Within weeks they saw benefits. Excess weight started to drop off; the bad knee healed, the colds lessened . . . and Elizabeth became incredibly well.

Do you think this family had emotional power as they told others about their newfound health program? Of course! They couldn't help it even if they tried.

The power of personal testimonials is a great source for building strong emotions. You have that power growing within you when you've experienced benefits. But that power deepens as you help others find renewed energy . . . better relationships because of improved wellness . . . release from years of pain and hopelessness . . . victory over a weight problem.

That power can also grow as you help others better their financial outlook . . . save money on services and goods . . . get on a personal-development program . . . earn exotic vacations.

No wonder the right kind of network marketing companies can build up loyalty and emotional attachment like few other businesses can! If you don't feel that kind of inner power, then you need to ask yourself if the product line you're marketing can

produce it. **Do you feel intense emotional power about what you're doing?**

If so, you'll find that building your customer base and your organization is much easier than with something that is just an excuse for a company's existence.

“You cannot sell anything effectively unless you are sold on it yourself!” That's what Sharon F. said as she related how she had joined a company for her own health reasons and then began sharing the benefits with others. Within a short time, she achieved the top ranks, earning over \$250,000 per year and staying there for over ten years.

After interviewing over 40 top marketing leaders, I haven't found any success stories in companies that marketed product lines without life-enhancing potential. It's true that some of these leaders got into a program because of the compensation plan, company's management or personal connections. But, when the going got tough, it was a life-enhancing product line or service that kept them in.

The lessons are there. If we find ourselves saying, “This marketing program will make me money even if the products aren't that great,” then we're headed for failure. Perhaps for a while it will appear like we're succeeding, but eventually the structure must collapse, for the foundation is weak.

When you're really sold on your product and program, then –

– your emotions will bypass the prospect's defenses and get to his heart.

Combined with a solid foundation of facts, your controlled emotions, arising from your subconscious mind, will be the force to make almost anyone sign on the dotted line.

Why is there such power in the combination of facts and deeply felt emotions? Because *what* we say is only a small part of what the listener hears. He also hears our stance, our smile or frown, our energy, our convictions.

The listener will easily forgive our stumblings if he senses our honesty. Your listener hears beyond the grammar. In fact, formal speech which doesn't come naturally to the speaker can weaken the personal emotional impact.

But when the sentences roll off your tongue almost without pre-thought, because they come from your heart, then you can be sure you're speaking with conviction. And that's catchy!

As a rule, emotional attachment shortens our presentations considerably. Sometimes meetings and sales presentations are unusually long because the speaker feels he hasn't convinced you – since he's not convinced himself.

When we're emotionally convinced, we present only the most essential facts. It's our personal conviction that sells the prospect, not the abundance of facts and explanations.

Steve told me he used to take half an hour to present his product to a prospect. He didn't have very much success, even though he knew the facts and presented them well. Now, he says he takes only a minute and his sales have skyrocketed. Why the difference? Because now he has unshakable conviction about his product, whereas before he just had the facts.

Carolyn S., a leader in a well-established company, said:

“If you're sold on the products, believe me, you will never have to sell anyone.”

John and Pat marketed a diet program and became millionaires. They said:

“First, never worry about retailing the product. The key is to become a user. Once you start using the product and show results, recruiting becomes easy.”

Inner Marketing Results From Personal Experience

Multi-level or network marketing companies have overcome great obstacles and grown because of the number of personal witnesses to their programs. When you tell others of your personal experience with your company and its products or services, you use a power that facts alone don't have.

One very successful seminar leader and marketer stated it this way:

“You should be emotionally involved in the products. Live, sleep and believe in the products. Use them. The benefits of your products are the key to your success. The more I experience the benefits of my products, the more I want to have those benefits experienced by other people.”

You'll do a better job as a witness to your products and program than as a defense lawyer. Witness to the benefits from your inner power.

This fact took me a long time to learn, and even a longer time to put into practice. But it has made all the difference in the world in how I've built a successful marketing program. So, don't ignore your personal experience and those of others. Assimilate them into your thinking and into your emotions.

We teach facts. But we share values through emotions. If your listener concludes that your product has great value, it will be because you've shared your emotions and supported them with essential facts. That's a powerful combination, one that lies at the source of the marketing power you're looking for. You can have it. You will have it.

Chapter 12

The Success Secret to Mind-and-Heart Marketing

Many people are absolutely fearful of emotional power. Yet, irresistibly they are drawn to it. As spectators, that power repels them and they hold themselves aloof from it. But once it engulfs them, there is no holding back. They feel a new freedom.

Yet, emotional power must be the servant of intelligence.

One reason why some become marketing junkies, jumping from one company to another, is the taste they've gotten of this emotional power. Their present program doesn't seem exciting enough when they hear or read about a brand-new company with some new concepts.

So, they keep searching, having touched the fire of emotional attachment but not having grasped it with both arms and hugged it to their bodies. They think that just a touch is enough to lead them to success. They want more in return than they're willing to give out.

It's only when you are able to give something from your deeper self that you will have inner power. The closer you are to the unity of truth, the more power you will generate. You won't even think about it; it will start bubbling out like a spring in the desert. You and your "program" start becoming one.

THE KERNEL OF SUCCESS

Success does not come through a *touch of familiarity* . . . but through your unbreakable *grasp of unity*.

It is not through a *mere acquaintance* that you realize love . . . but through a continuing *intimate relationship*.

Some people are not mature enough for such an emotional attachment. They are not big enough to receive so much power.

Some companies are not big enough to let such an attachment develop in its marketers.

But when you have a person who is capable of absorbing the emotion of a great product line and program, you will see power start to develop.

If you are such a person and that happens to you, others will sense this emotional atmosphere surrounding you.

You will no longer find any problem in sharing what you have with others. Nor will you run out of contacts.

You won't need any artificial means to find prospects. You will attract prospective associates to you with your warmth, conviction and natural enthusiasm, all of which flow from the center of your being. None of these have to be artificially produced. That is fun!

As I grew into this principle, I started having more success in my marketing program. I started finding prospects in the most unlikely places. In fact, some people I've never heard of phoned me and wanted to know what I was doing. Many of them joined up with me.

Is that exciting? Is that fun? You bet it is!

It's fun when you truly feel that you're *not promoting anything* - you're simply being yourself. That is inner marketing. It's personal marketing. It is YOU!

When that happens to you, you'll be overjoyed just as I was when it happened to me. You'll be better able to distinguish between the gimmicks and the principles in marketing. When you run across the latest craze in marketing plans, you'll see beyond that artificial means to create excitement. You'll be able to examine the program in its entirety rather than be swayed by

the percentages which, to those looking for shortcuts, promise success.

If you have a weak or absent sponsor, you'll find ways to achieve your goals in spite of that handicap.

If you're considering a new program, you'll be able to better sense your sponsor's emotional commitment to that company, and thus his future dedication to your success.

Enthusiasm...commitment...dedication...professionalism – all will start coming to you without much conscious effort on your part. You'll grow your business as naturally and beautifully as the earth, rain and sun grow a tall California redwood from a small seed.

Let's see how we can summarize the factors that produce the power of inner marketing. Let's try this.

Products (or services) you really believe in
plus
a marketing plan that reasonably rewards you
plus
upline and company leadership that has dignity
and is dedicated to your success
plus
your emotional attachment to all of the above
equals
SUCCESS THROUGH *POSITIVE EMOTIONAL POWER*

GO FOR THE ENERGY OF *P. E. P.* !

Most marketers are aware of the first three ingredients. But without the fourth, the emotional attachment, success can be a tough thing to come by, a chore, a formula to follow, a list of techniques to learn and remember.

With POSITIVE EMOTIONAL POWER, you can move mountains and climb mountains to the very peak.

You can now develop the power of inner marketing and have it working for you.

INNER QUESTIONS -

Do you believe you have this emotional power developing within you? _____

If **yes**, what does it feel like? Use a word picture, if possible. You can begin with: “It feels like....” or “I feel like....”

If **no**, what do you think is lacking? “I don’t feel this power because . . .

- “I’m afraid of failure”
- “I’m afraid of success”
- “I’m afraid of changing”
- “I’m too left-brain; I’m too logical”
- “I’m too right-brain; I’m too creative, dreamy, impractical, etc.”
- “I’m too lame-brained!”
- “I’m too _____”

“I want this inner power ***THIS MUCH!***” (Circle one of **1** to **10** - **10** being the most muchness)

1 2 3 4 5 6 7 8 9 10 11

Now, the deepest question –

What do you need to feel this inner marketing?

You are a special person.

You are a loved person.

You are a loving person.

Now – be blessed as you go into the world of networking to bless others.

Ready to develop your own Inner Power for financial freedom and personal growth? Visit this page to start an exciting journey of self-discovery?

www.innermarketing.com/answers.html