

VITAL Signs of a Healthy Business

by Marian & Glenn Head

Like a healthy person, a healthy business reflects a strong body, mind and spirit. In business, this translates to continuous action (physical aspect), positive attitude (mental aspect) and compelling purpose (spiritual aspect). The acronym VITAL can guide you to create a healthy business that will serve you, your team and your customers for many high quality years to come.

Visualize your Vision

Ignite your Intention

Train your Team

Act Authentically

Love your Life

Visualize Your Vision

Cherish your vision and your dreams as they are the children of your soul, the blueprints of your ultimate achievements.

~ Napoleon Hill

This foundational step gives you the “Why?” behind every other step you take in business. It is the driving force, the “light at the end of the tunnel” that attracts you to move toward your heart’s desire. Envisioning life at its best gives you the courage to step out of your comfort zone and learn new skills in order to make a difference in your life and in the lives of others.

Lack of vision is the reason most people and businesses fail. Obstacles inevitably crop up in our journey toward success; our vision gives us a compelling reason to remove them. Without a compelling vision, it becomes too easy to give up and give in to the mediocrity that binds us to an ordinary life, rather than an extraordinary one.

Thus the first step when entering this or any profession is to ask yourself, *Why?* “Why am I doing this? What would my ideal life look like? What would I have, do and be if the resources of time, money and health were bountiful in my life?” Then have fun writing down your answers.

Use your imagination and creativity. In his book *Mach II Starring You*, network marketing CEO Richard Brooke takes you on a joyful, inspiring journey that illuminates your personal vision by guiding you to direct and star in a movie of your life. It's a great way to visualize your vision.*

Another is to use *VisionWorks: Setting Your Sights On Success*, a program we used with huge success in the 1980s with corporate clients. We have modified it for the network marketing profession. Grab your hat and let's go for a ride! The following is a quick vision process to get you started.

Ask a friend or associate to assist you in creating a personal vision. Find a quiet, relaxing place away from your office; play soft instrumental music. Ask your friend to slowly read the following to you, pausing to allow you ample time to envision the answers to each question. You may want to close your eyes so that you can eliminate visual distractions and use your "mind's eye." Take a few slow, deep breaths just before you begin.

Have a journal close at hand to capture your vision and anchor it in writing. If you are doing this exercise on your own without someone reading it to you, get into a comfortable, quiet space with your journal and write as you visualize the following:

Imagine that it's five years from now and you have just awakened to a perfect day. Your life is great! You feel energized and excited. Look around your perfect bedroom. What do you see around you?

Leaving the comfort of your bed, you delight in the beauty of your home. Notice any sounds—from nature outside your window or perhaps music playing—that comfort you and enhance your sense of well-being. As you walk through your home, what colors do you see? Is it hot or cold, or just right? What smells do you notice?

Sitting down in one of your favorite chairs, you enjoy a beverage of your choice and contemplate your day. What do you look forward to? What gives you the greatest pleasure? How will your work play a role in your day? What company do you represent? What products or services do you offer? How do you feel about them?

As you walk into your office, you notice a letter on your desk from the most prestigious international journal in the networking profession. You smile as you recall opening that letter yesterday when you learned you'd been recognized for creating one of the most

outstanding organizations of professional networkers in the entire world!

You are being honored by this journal as one of the highest achievers and outstanding leaders of the profession. They've invited you to share your "Secrets of Success" at a gala awards celebration.

As you consider your presentation, you think about the road you traveled to this ideal life you now enjoy. What are some of the things you accomplished over the past years that have led to your outstanding success? What kept you going when obstacles entered your path? Who have you and your team helped with your products or services? In what ways have those lives been helped? How does that make you feel?

What will you tell your audience about the leaders who have emerged in your organization? What are your leaders' lives like?

What can you share with your audience about the rewards of achieving your dreams through network marketing? How will you describe your life at this perfect time? What do you have that you've always wanted? What are you doing that gives you great joy? Who have you become?

You stretch your arms up, reaching high to the ceiling and then relaxing into a fulfilled state of gratitude. How exciting and energizing life is!

Now stop and really stretch slowly as you open your eyes and return to the present. Write as much as you can in your journal about what you visualized. Capture the sounds, colors, feelings, images and thoughts you experienced as you imagined your ideal morning. Take all the time you would like.

The moment you write your vision down it begins to become reality. Robert Fritz describes this phenomenon in his book *The Path of Least Resistance*. See yourself stretching a rubber band between your two hands. One end of the rubber band represents your current reality, the other your vision. When you are aware of your current condition and have clarified your vision by writing it down, the forces of nature begin working for you immediately, moving you toward that vision. Fritz calls this natural phenomenon "structural tension," reminding us that all tension seeks resolution.

Don't delay. Start moving toward your vision today. Allow masters like Richard Brooke to guide you to visualize your ideal life's journey. Or

take 20 minutes now to allow *VisionWorks* to guide you so that you're ready to Ignite your Intention!

Ignite Your Intention

Our intention creates our reality.

~ Wayne Dyer

Read over your vision. See if you can distill the essence of what gives you joy. Step into your vision by laser focusing it into an intention statement such as the following:

I am committed to being a devoted wife, mother and friend who blesses family, friends and people I meet with a plan to assist them in growing older with grace, hope and financial health.

My intention is to have fun coaching others to build successful businesses for themselves, insuring both them and myself a lifetime of financial freedom to live the lifestyles we desire.

I attract people whom I can best serve with my products and with whom I will have fun helping to build huge networking organizations!

I am surrounded by smart, fun business people who are committed to being physically, emotionally, spiritually and financially healthy.

These intention statements are more than just words; they are deep commitments. They clarify our most important values and instill a profound knowing that this is what we choose for our life.

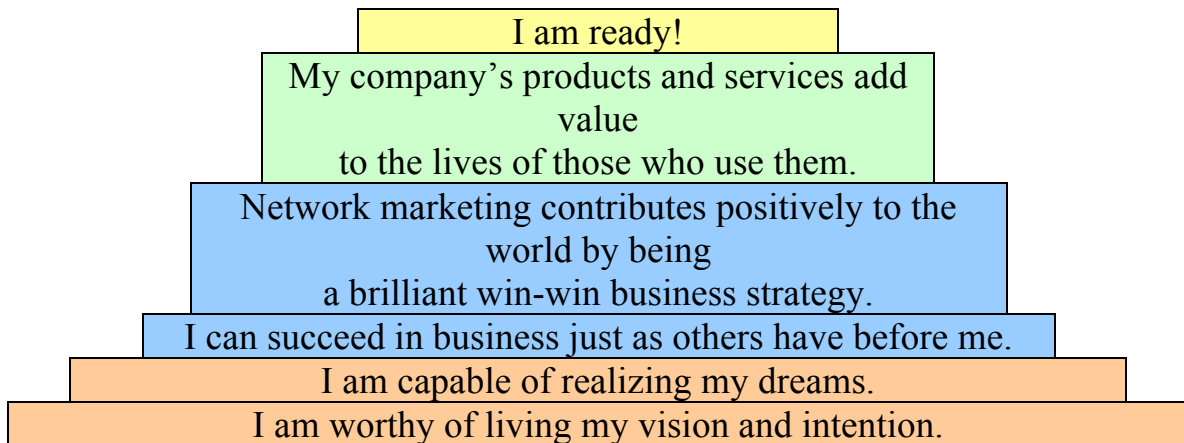
Read your vision. Explore your deepest desires. How does your business fit into your picture of an ideal life? Capture this in writing; then read your intention aloud daily, both when you arise and before you go to bed. When you speak these words with conviction, they become YOU.

The fuel that keeps your intention ignited is your beliefs. First and foremost is your belief that you are worthy of your vision and intention. Personal development programs, audios, and books can help you to strengthen the belief that you deserve what you desire in your life. Among

our favorite print and audio authors to guide you in your growth are Les Brown, Wayne Dyer, Lynne Grabhorn, Napoleon Hill, and Jim Rohn.

Closely tied to believing that you deserve the best in life is your belief in your ability to create it. Lack of this belief is one of the key “objections” to becoming involved in our profession. After all, who wouldn’t want financial freedom—if they thought it was actually in their power to create it?

Steep yourself in stories of others’ success. Before we have our own success, these stories of others who have already succeeded inspire and teach us the skills we need to grow our business. In addition to the wealth of stories you’ll hear from your upline, *Networking Times*, our profession’s leading journal, is loaded with great stories and resources to build your belief. Reading the success stories of ordinary people creating extraordinary lives through network marketing is invaluable in strengthening belief in our own potential.*



BUILDING YOUR FOUNDATION OF BELIEFS

By surrounding yourself with success stories and learning the basic skills to build a successful business, you have begun strengthening the next necessary step: your belief in the network marketing profession. Some of our favorite

tools for doing so include Tim Sales's *Brilliant Compensation* video and Richard Poe's book, *Wave 3: A New Era In Network Marketing*.*

Next comes building your belief in your company and its products or services. Two concurrent paths will take you to the end goal: being a "product of the product" by personally using your company's products/services, and hearing the positive experiences others have had with them. Your company's audios and videos, conferences and trainings, are all keys to strengthening this belief!

One way to gauge the VITAL signs of your business is to notice if your TV is playing videos rather than sitcoms, and if your car stereo is playing inspiring or training audios rather than talk shows. When your beliefs are strong enough in these three critical areas—personal worthiness and ability, the network marketing profession, and your company and its products/services—then you're ready to build and train your team!

Train Your Team

What we have to learn to do, we learn by doing.

~ Aristotle

Your team members may arise out of your existing customer base or from your inviting others to look at your business opportunity. Regardless of what brought them here, for your distributors to build successful businesses they must be trained, mentored and coached by you.

After guiding your new distributor through the VITAL "Why?" of Visualizing his Vision and Igniting his Intention, it's time to teach the "how-to's." The most mutually satisfying way to train a new distributor is to engage with him in building his business. Teaming up with your distributor allows you to apply your experience with his contacts to demonstrate your company's or upline's system *together*.

The best format for training is for you to first demonstrate, then ask your associate to practice and finally, give him feedback. This three-step training process works regardless of your chosen method for initial contact, follow-up and presentation. Whether you use home parties, hotel meetings, three-way calls, PowerPoint presentations or other techniques, by working together you can guide, demonstrate, evaluate, and refine the process to suit your distributor's personality, style and schedule.

Success breeds success. Working with your distributors “hip to hip” helps them experience success early on. The more they can practice under your experienced watch, the quicker they will build the confidence and competence needed to train their own team members.

Help your teammates set realistic *action goals* tailored to the intended result. An action goal to build momentum might include, for example, speaking with ten people daily for the next ten days about the opportunity, and then following up. An action goal to maintain steady growth might be a simple 3-2-1 plan: Daily, talk with three new contacts about the products, follow-up with two prior contacts, and offer one team member a good idea.

Action goals, as distinguished from specific results (such as “five new customers/week”) are always in our control. As Stephen Covey says in *7 Habits of Highly Successful People*, “While we are free to choose our actions, we are not free to choose the consequences of those actions.” Based on the results your team members get, you can help them to adjust their action goals to increase the potential for achieving their vision.

In addition to your company’s and upline’s “how to” trainings, you and your team also have access to ever-expanding resources. Among our favorites are Networking University’s webinars, and step-by-step guides by masters such as Burg, Clark, Gage, Kalench, Rubino, Schreiter, Yarnell and all of the faculty of Networking University. Learn more at www.networkinguniversity.net

Act Authentically

The prime source of nourishing interaction is authentic, intimate relating.

~ Jerry Greenwald

This VITAL sign promotes two key ideas for a healthy business: ACTION and AUTHENTICITY.

Too many new distributors start this business and then go into an extended period of analysis paralysis: reading emails, researching their products, reading network marketing books, filing, organizing...planning to get ready. While all of this does play a role in your business, only ACTION (backed by belief) will give you results.

The Pareto Principle is important to learn early on: 20% of what you do will give you 80% of the return on your invested energy. If you did ten business-related things every day and two of those (20%) were critical to

your success, what would they likely be? (1) Contacting potential customers/team members and (2) following up with them!

During your initial contact and in all of your interactions with potential customers and team members, keep in mind this VITAL sign: Act Authentically. In a world where “selling” has gotten a bad name from those who exaggerate or downright lie in order to convince a prospective customer to buy, we have a duty and an obligation to act ethically and authentically.

Networking University has developed the following Code of Ethics setting forth fair and ethical principles and practices to guide our profession. Networking University certified professionals agree to adhere to these ethics in the conduct of their business, and thus join us in representing our industry as one committed to honesty, integrity and opportunity for all. (This code is based in part on the Code of Ethics of the Direct Selling Association, January 2000.)

A University Certified Networker shall:

1. Represent yourself, your company, its products, and services truthfully and with integrity.
2. Carefully consider the prospect’s best interests. Never encourage prospects to purchase products or make commitments that you believe might have an adverse effect on their health or financial stability.
3. Truthfully identify yourself, your company, your products and the purposes of your solicitation to any prospective customer or associate. Answer questions directly and honestly.
4. Represent realistic income projections that are in alignment with your company’s reported sales, profits, and individual average earnings.
5. Tell prospects that their financial results will be directly related to their marketing and leadership skills and their own personal efforts—not a “get rich quick” opportunity.
6. Give information, not advice.
7. Support our profession by never discrediting any networking company or associate.
8. Support and encourage other networkers to be successful in the company they are in versus luring them into your company. Never knowingly initiate recruitment of an active associate from another company or from another line of sponsorship within your own company. (Should an associate initiate contact with you, then you may provide information related to their request. Should they decide to move their position to your organization, confirm that all required

- requests and notifications necessary or ethically desired within their organization regarding such a transfer have been completed.)
9. Not engage in illegal pyramid or endless chain schemes, the use of spamming via the Internet, sending unsolicited fax materials, or holding “ambush marketing” meetings.
 10. Represent the benefits of your products only as suggested in your company’s marketing materials and from your personal experience.
 11. Maintain the continuing education required for professional certification.
 12. Be a leader. The Networkers Team Agreements (available at www.networkinguniversity.net) can guide you in building a high integrity organization.

Authenticity builds trust. As Tom (“Big Al”) Schreiter relates so eloquently (and we paraphrase): “There are three reasons why people buy from you. Most of us think it’s because of (1) our company (yet how well do you know its financial statement?), (2) our products/services (when was the last time you did a market study to compare similar products?), or (3) the comp plan (can you even explain it?!). No, here are the three *real* reasons: People buy from you because (1) they know you, (2) they like you, and (3) they trust you.”

If your products are excellent, your customers will use them for a long, long time. If they are not, you don’t have a residual business. Therefore, if you’ve chosen your company wisely and you have excellent products, why exaggerate? Acting authentically will gain you the trust necessary for new customers to say “Yes” and for your business to be built on a solid foundation of confidence in you.

Another way to think about how we offer our products and business opportunities in an authentic way is to consider prospects as friends. A good friend listens to the other and offers ideas when asked. The adage, “People don’t care how much you know until they know how much you care,” plays a huge role in network marketing success.

Be a friend, act authentically, and share your products, services and opportunities from your heart. The rest will take care of itself.

Love Your Life

The love of life is necessary to the vigorous prosecution of any undertaking.

~ Samuel Johnson

The last—and certainly not least—VITAL sign of a healthy business is how much you enjoy your work and your life.

We are in a relationship business. In addition to our products and services, we sell the potential for financial and time freedom. Are you attracted to working with someone who is overwhelmed and stressed out, or who exudes a poverty mentality? Or are you more excited about working with someone who is joyful and excited about life and has an attitude of abundance?

The law of attraction plays a key role in magnetizing customers and team members to our networking businesses. It must not be underestimated!

One way to ignite the law of attraction is to begin living your vision TODAY. While some details may not be possible to implement immediately, the *feelings* you would derive from living that vision are available to you any time. Look deeply into your vision and intention statements: What would give you the greatest joy if your vision were to be true today? How can you have the essence of your vision today, in this very moment, so you can feel the fullness of what you desire in your life every day, beginning now?

One of our favorite resources for living a life of freedom and joy—even before having financial freedom—is Marian’s book, *Revolutionary Agreements: Twelve Ways to Transform Stress and Struggle into Freedom and Joy*. In this book are guidelines for living an authentic life that honors and celebrates the best in each of us.*

Follow these VITAL Signs of a Healthy Business to success in networking and life. See you at the top!

*Books and audios mentioned in this chapter are available from the industry’s largest supplier of network marketing resources:
www.networkingtimes.com.

GLENN HEAD

MARIAN HEAD

glenn@glennhead.com

marian@revolutionaryagreements.com

Glenn and Marian have been engaged in network marketing since 1995. Glenn combines his degrees in Business Management and Educational Psychology with his eleven years as President of a training design company to serve the networking community as Founding Dean, Networking

University. Marian quickly achieved top leadership status in her networking company and then served its associates by writing for the company's newsletter, recording 24/7 training calls, facilitating weekly worldwide live conference calls and co-designing her company's first standardized field training program. Marian and Glenn were elected by their leader-peers to Mannatech Inc.'s Associate Advisory Council and Marian was subsequently elected by the Council to serve as its first woman chairperson.

Prior to network marketing, Glenn and Marian offered team building and organizational development processes to companies from small start-ups to the Fortune 100. They designed processes and facilitated meetings from corporate boardrooms across the US, to their ropes course program in the foothills of the Rockies, to international venues that hosted thousands of diverse participants in problem solving for mutual benefit. One such conference series was for the Global Forum of Spiritual and Parliamentary Leaders, which included such luminaries as Mother Teresa, the Dalai Lama, Vice President Al Gore and President Mikhail Gorbachev.

Glenn is the award-winning author of *Training Cost Analysis: A Practical Guide*. Marian is a contributing writer/editor to *Networking Times* and author of *Revolutionary Agreements: Twelve Ways to Transform Stress and Struggle Into Freedom and Joy*. (www.revolutionaryagreements.com)

They enjoy living in Colorado and Kauai with their son, Michael and golden retriever, Boomer.

“VITAL Signs of a Health Business,” was an invited chapter in Rubino's, "The Ultimate Guide to Network Marketing: 37 Top Network Marketing Income-Earners Share Their Most Preciously-Guarded Secrets to Building Extreme Wealth," Wiley, 2005