

What do Network Marketing Leaders think of *Get Rich Slow*...?

"This is a book for the good guys - the men and women of our industry with honor. The ones that are committed to supporting the dreams of others as much, or more, than their own. You can follow the low road short cuts.... or you can take the high road; climbing uphill at times, but probably only once, and be rewarded with "forever freedom".

John Milton Fogg is certainly one of if not *the* most influential experts on Network Marketing. His work - not only in this book, but in his life - is a beacon of light for us all to follow."

- Richard Bliss Brooke - Author, *Mach II With Your Hair On Fire!*

"Networking isn't about other people making *you* successful. Networking is about making yourself a better person - so that you can help *make others* more successful. That's what *Get Rich Slow* is all about, and doing it one Relationship at a time."

- Tom "Big Al" Schreiter

Get Rich Slow is a great resource for Network Marketers who are committed to experience abundance in all areas of their lives - not just in their business. When it comes to abundance, CONSISTENCY is more important than QUANTITY - and this book shows anybody the simple, holistic and truly duplicatable process for growing their businesses (and themselves) consistently - and teach others to do the same.

Kudos to you, John, for having the courage to tell the truth about Network Marketing and for painting the never-before-seen picture of the life-enhancing process in which a person must engage: One of excellence, growth and happiness! Congrat's on creating this "roadmap" to success for the everyday, real world Network Marketer!

- Teresa Romain - President & Founder, Access Abundance!

A great and thought provoking look at the inner work you need to manifest success in the outer world. Like all of John's stuff, *Get Rich Slow* is fast paced, fun and insightful."

- Randy Gage

After 40 years of studying self-help books I have developed an inner knowing, something that tells me when I'm into a great one.

John Milton Fogg has written a great book! His instructions are explicit, they will explain how to develop the gifts God gave you...Follow his instructions page by page, success will be yours and riches will definitely come to you...BUT...I would question the SLOW part. I'm sure it will happen rather quickly.

- Bob Proctor - Author, Speaker, Consultant, Coach and Mentor - Chairman, LifeSuccess Productions.

"There's no doubt in my mind John Fogg is a card-carrying "Old Soul." Otherwise there is no way that he could have condensed decades, probably centuries of the secrets to success in one neat package, *Get Rich Slow*.

I don't think that there are many super stars. There are those who are students and those who are not. My success has come from years as a student overlaying the many philosophies that John has encapsulated in his new book onto real life experiences.

As I read *Get Rich Slow*, I recognized the perspectives of so many great leaders, some of them our friends, inside and outside, of the industry. It was hard to read a paragraph and keep my mind from traveling back in time to experiences that validate John's conclusions.

I'm looking forward to the rest of the book.

- Frank Keefer - Co-Founder Network Marketing Lifestyles with Market America

"In a world of dot com flame-outs and lotto' fever, we finally get real, sage advice on how to create our own long-term financial security from *Get Rich Slow*. Thanks, John, seems I've still got enough time to Do It Right!

- Dr. Denis Waitley - Author, *The Seven Sacred Truths*

"Motivation is an inside out job, belief is just a beginning, commitment is the bottom line, there are excuses why people fail and reasons why they succeed.

Get Rich Slow gives you a path, a great path to take yourself from where you are to where you really want to go. Being rich is not about money, it's about the person you become on your pathway to greatness.

John Milton Fogg is a long time friend of mine. Read this book, and you just might get rich quicker than you thought possible!"

- Jan Ruhe - Author of *Fire Up!* Speaker and Worldwide Trainer

"I devoted an entire chapter to John Milton Fogg in my book *Wave 4 - Network Marketing in the 21st Century* (Chapter 39: Titan of 'Tude). I wrote that he was 'My MLM Guru' for more than 10 years. He still is. John is a Visionary who knows and *tells* the truth - and he's doing it again with *Get Rich Slow*. I do have one problem however: that "Slow" part.

After interviewing hundreds of 'Heavy Hitters' and learning how they actually became successful, I'm convinced John Fogg's approach is not just the best way - it's the Fast way, too."

- Richard Poe - Author, *Wave 3 and Wave 4*

"Just finished reading the first half of *Get Rich Slow*. This is John's best writing so far. The best line in the book for me was:

'When thoughts of worry or doubt occur in your mind, they drive you to actions that are not in the service of your success - fear-based knee - jerk reactions, angry or frightened responses, even avoiding taking any action at all.'

It's All A Game, My Friend. Everything in life is simply made up. It's all invented. Every aspect of life is nothing more than one game after another. All in all, life is just a series of games. The most important game of all is the game that goes on in your mind. That's what *Get Rich Slow* is all about.

Get Rich Slow is not about making money. It's about enriching every aspect of your life by implementing some simple but radical ways of thinking. It's about playing an inner game in your mind in such a way that life becomes more meaningful and rewarding. Making money is a by-product of *Get Rich Slow*."

- Hilton Johnson - MLM University

"A true networker can be compared to a person climbing up a rugged mountain while at the same time guiding other associates up the trail. In *Get Rich Slow* we learn that we must have vision and to be truly successful we must understand ourselves. Most people fail to realize that sometimes those very things which help us succeed can also contribute to our failure. If you follow John's advice you won't let your people go astray from the path to success.

Reading this book is a must, because it helps us to realize that we can achieve our goals and shows us how that someone else has already walked the path and shown us the way. "

- Shi Joong Kim - CEO & Publisher, "Direct Selling" Magazine, Korea

"Read, re-read, help write (when the I-Book comes on-line), and live *Get Rich Slow*. Since I started "living" *Get Rich Slow* I have doubled my income and have had a world of wealth and prosperity show up at my door! This is not theory. This is dynamite!"

- Marcy Koltun-Crilley - Kihei, Hawaii, with Nikken and Pro-Step

"*Get Rich Slow* is a brilliant work that's not about getting rich at all! And it's exactly about what it takes to get rich. It's a wise look into what it means to be in personal development, immersed in the study of oneself or as John calls it, "The Inner Game." It's about vision, values, listening, belief and a whole lot more.

This book, Fogg's finest to date, is about what it means to take on life's journey with passion, commitment (to yourself and others) and purpose. Read the book, become the qualities that will make you most effective with others and you WILL find yourself getting rich in the process as you attract so many others to you because of the charismatic person that you have become.

Thank you, John, for a real masterpiece!"

- Dr. Joe Rubino - Author, *Been There Done That*, *The Magic Lantern*, and *The Power To Succeed*

My Friend,

Thanks for making the time to read and review the first half of my new book *Get Rich Slow*.

I can say with certainty this isn't the best stuff I've ever read- it's just *the best stuff I've ever written!*

Please, as soon as you're able, send me a line or three telling me what you liked best about the book and what's missing which could make it More and Better. I'm making *Get Rich Slow* an "e-book," which I'll be giving away at <http://www.greatestnetworker.com> and anyone else's web site that wants it, as well.

Crazy...?

Nah.... I call it Peanut Butter Marketing: *Spread and Serve....*

There's some great stuff in *Get Rich Slow* and I want as many people to know about and use these ideas as possible. What you write to me will help me do both of my PB agendas of spread and serve. Eventually, we'll have *Get Rich Slow* be an "i-book," our first Interactive book and that's really exciting!

Thanks in advance.

I appreciate you.

My love and best - John

The
Greatest
Networker
in the World™

Get Rich Slow

**How You Will Succeed in Network Marketing by
Building Relationships, Developing Your Inner Game® and
Teaching Others What You Already Know How to Do...**

Preliminaries

(Not to be confused with a pre-ramble ;-)

I know a way you will succeed in creating a successful Network Marketing business. It is not what most people have done in the past, and frankly I doubt many people will do it this way in the future, either. I know for a fact, very few Network Marketers are actually doing it this way right now.

Is that because it's just too radical?

Yes. *Radically Simple!*

It is based on your learning three things:

1. How to build *Relationships*; grow them into *Friendships*; offer *Partnership*; and develop your organization through *Leadership*. (In Network Marketing, your inventory is people.)
2. Working (and playing) on your *Personal Growth and Development*, what I call the Inner Game®. Not how to, *Who To*. BEing a Successful Network Marketer. (Your business will grow as fast and large as you do.)
3. Learning how to *Use* your products, *Recommend* them to others, and *Partner* with people in your business. (All you will ever do is *teach others how to do what you already know how to do* and have done successfully.)

You're probably aware that 95 percent of all the people who get into Network Marketing never build a successful business — yes?

Here's a description of what it might be like for some of those people:

- They've sponsored three or five folks — maybe even 10 or 20 or more — yet nobody's "doing" the business; all these Networkers have is a bunch of product users and many of those "wholesale consumers" are rapidly losing interest. . . .
- They can't talk to their family and friends — they don't want to take advantage of them — and they certainly don't want to go door to door in the "cold market." (Who does?) Their upline has vanished, is out to lunch, or just too busy with "heavy hitters" to bother with the little likes of *them*. . . .
- They're in their 11th company in two years and looking at another new one. (Hey, want to become a better rider? Just find a better horse — right?)
- Perhaps they've never been able to duplicate themselves — or worse yet, they've duplicated everything they're doing *wrong*. . . .

Does any of that characterize someone you know?

Does any of it describe a problem you're having in your business...?.

Look, only two percent of all the men and women who start a Network Marketing business ever *really* make it anywhere near the top of the pay plan. Most people are either just getting by with a \$5.25 per hour, part-time job, or they have a hobby that *costs way too much* and has become *no fun at all!*

And do you know who these *heavy hitter*, two-percenters are?

They're those high-powered people with a successful sales background; experienced entrepreneurs who've already built a number of prosperous companies before. Those self-starting, never-fail, center-of-influence, get-up-and-go-getters you could drop naked in the Sahara desert and two weeks later they'd drive out in a car qualified Mercedes convertible with a Network of 10,000-plus and a six-figure check!

I know we like to say that *anybody* can make it in Network Marketing, but the truth is most people can't, don't and won't!

Why?

Most people won't succeed in this business because they're trying to do those things that only a very few, uniquely talented, extremely confident and highly driven people *have ever* been able to do successfully. And unless you're one of *them* – a super star right out of the box – it's probably not going to work for you.

Please, I have a better idea. Like those great ads for Apple's Macintosh used to say, this is the way *for the rest of us*.

Doing Things Differently

Like I said, I know a way you will be able to succeed in this business. But you're going to have to realize something very important first.

Here's a short story that wonderfully illustrates my point from Dr. Price Pritchett's superb little book *you 2*:

I'm sitting in a quiet room at the Millcroft Inn, a peaceful little place hidden back among the pine trees about an hour out of Toronto. It's just past noon, late July, and I'm listening to the desperate sounds of a life-or-death struggle going on just a few feet away.

There's a small fly burning out the last of its short life's energies in a futile attempt to fly through the glass of the windowpane. The whining wings tell the poignant story of the fly's strategy – *try harder*.

But it's not working.

The frenzied effort offers no hope for survival. Ironically, the struggle is part of the trap. It is impossible for the fly to try hard enough to succeed at breaking through the glass. Nevertheless, this little insect has staked its life on reaching its goal through raw effort and determination.

This fly is doomed. It will die there on the windowsill.

Across the room, ten steps away, the door is open. Ten seconds of flying time and this small creature could reach the outside world it seeks.

With only a fraction of the effort now being wasted, it could be free of this self-imposed trap. The breakthrough possibility is there. It would be so easy.

Why doesn't the fly try another approach, something dramatically different?

How did it get so locked in on the idea that this particular route, and determined effort, offer the most promise for success? What logic is there in continuing until death, to seek a breakthrough with "more of the same"?

No doubt this approach makes sense to the fly. Regrettably, it's an idea that will kill. . . .

In order for things to change, you have got to change – yes?

If your Network Marketing business isn't working (or playing) the way you want, you're going to have to do things differently. In fact, I'm going to suggest that you will have to *BE* different, as well.

I'm going to beat a dead horse (fly) now. If you are a member of the order *Diptera*, especially of the family *Muscidae* flapping there on the windowsill, buzzing away in vain, look around and see if there's a door open. Notice if doing things differently may be the best thing for you. Please, take a look right now. If you don't change anything today will you be where you want to be tomorrow. . . ?

If you're "sold" on doing things differently (and *being* different too) – Great!

And if not, that's okay. This stuff isn't for everyone. It's not paint-by-numbers. It's much more creative than that. *Get Rich Slow* is the business-building approach *for the rest of us . . .* for all of you adult children who never liked to color within the lines. What I'm going to show and tell you is The Greatest Networker's "non-system" system. Try it on and see if it fits. If it doesn't, for goodness sake don't buy it! Throw it away and move on.

And if it does . . . oh boy! You're going to be a very happy camper. . . .

Keeping It Simple

What I am about to teach you is not what the MLM gurus teach. It is not wildly popular, because it's a sure-fire formula to *Get Rich Slow*. (Now there's a concept!)

There is no hype and hustle here. It's basic and old fashioned, but don't worry, it works just fine with high-tech stuff like the Internet. In fact, I say this *high-touch* approach is *required* if you really want to succeed in a dot-com world. (And we *are* smack dab in the midst of the The Internet Revolution.)

The Greatest Networker's methods are simple – and most people tend to make things complicated. (Which is one of the main reasons most people *fail!*) The truth is, that being happy and having fun, learning and growing and being your best takes the courage and competence to change your thinking *and* behavior. It requires work, too – and I'm using "work" the way a painter or dancer does when he or she talks about "*my work*."

Get Rich Slow has two parts. I'm calling them The Inner Game® and The Outer Game. So, buckle-up or unbuckle, whichever you want. Here goes. . . .

Part One

The Inner Game ®

What's *Really* Important to You. . . ?

On anybody's list of "Great Questions," that one has to rank way up top. For the moment, I'm going to put it in First Place.

What's really important to you – right now, this very minute. . . ?

The reason that's such a Great Question is that you *always* do what's important to you at any given moment in time. If it – whatever "it" is – isn't important, you won't and don't do it. And yes, I do mean *always*.

An *act* or a *thing* is important to you because you make it important. You are in control of what you make important – no one else. What’s important to you is a choice you make.

That’s all it is. Like choosing vanilla or chocolate. Do you have a *reason* for choosing one flavor of ice cream or the other? No, you simply choose. (Oh you can make up a reason, but truth is it’s just a choice.) What you make important is just like that. No reason. Just choice.

A choice is an either/or deal, because choice is always a relative thing: Do you want this or that? Go here or there?

(Well, can’t you choose *both*? Ah, how very clever. No, you can’t. Try going *here* and going *there* – say New York and LA – at the same time and let me know how that works for you.)

What’s important about “What’s important?” is that some choices serve and empower you, and some do not.

For example:

Do I watch TV or make my follow-up calls?

Go to the Thursday meeting or have a girl’s night out?

Work on my Vision or let it go ‘til tomorrow?

In each of these examples, you will choose what’s most important to you at the time, in the moment. To help you make choices that forward your progress, simply ask yourself: Which one serves me best right now. . . ? That’s the one you do.

You’ll have lots of opportunities throughout our work together with *Get Rich Slow* to choose what’s most important to you. Don’t be distracted by reasons. More often than not, you’ll find that although they seem *reasonable* at the time, they’re simply excuses. Choose to make important what serves you and other people best in the moment, and you will achieve all the success you’re after.

Commit to Your Success.

It works. Here’s why:

Until one is committed there is always hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would never otherwise have occurred. A whole stream of events issues from the decision, raising in one’s favor all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamt would have come his way.

I have learned a great respect for one of Goethe's couplets;

"Whatever you can do, or dream you can, begin it.
Boldness has genius, power and magic in it."

— W.H. Murray, Scottish Himalayan Expedition

"... The moment one definitely commits oneself, then Providence moves too..."
(Providence; i.e., *divine direction*.) In other words, once you are Committed to something you have God on your side! How *cool* is that...?

Now, as soon as you've made a Commitment, you'll be tested. You will doubt yourself and Your Commitment. Don't worry. (Be happy!) Just re-commit. You may – I'm sorry, you *will* – have to do *that* again and again *and again*. After a while (and yes, it could be *quite* a while for some people, especially if you're like me; not stupid, just a little slow), the doubt you experience will naturally and automatically diminish and eventually disappear.

You see, doubt or worry is just a thought you have – which, if you *allow* it, is a thought that *has* you.

It's all in your mind. You...

MADE IT UP

If you'd rather be thinking something else, change your mind. Make up thoughts that serve and empower you. One more time, it's a choice you get to make.

You do that simply by saying (again . . . *one more time*), "I am Committed to My Success!" Just keep saying that whenever doubt and worry appear. Saying it out loud works great, too: "I am Committed to My Success."

Who are you but who you say you are?

You say, "I am Committed to My Success," and then just be a man or woman of your word. Am I claiming all there is to do is just say you are Committed to Your Success and *poof* you're cooked?

No.

What I am saying is that's where you begin.

My friend Chris Majer is a powerful performance and team-building coach and a compelling creative thinker. I showed Chris a rough draft of *Get Rich Slow* and here's what he wrote to me about Commitment. (Since I couldn't have said it better, I didn't even think about it.)

A Commitment is a declaration that I make first to myself and then to the world. It requires that I cross a line within myself and say, in essence, from this point forward I will no longer tolerate my historical behavior and or way of being and I Commit to a new set of actions.

Many people get trapped in thinking that if they just say it enough and put in the time, things will change. They won't. Commitment isn't about the time you spend, its about a line you cross. When I Commit, I am staking my dignity and identity on my capacity to take new actions. It is in the action that my Commitment is measured. That is critical.

There is no human being who is not committed. The relevant question is, "What are you committed to...?" There is only one measure of Commitment and that is results. Everything else is nonsense or excuses.

The formula is Commitment + ACTION = Results. To just speak my commitment is a placebo. I must take new actions, and this is why most "commitments" end up on the rocks. It is one thing to say that I am going to take new actions and another to know what actions to take and how to do them.

Chris puts a real emphasis on action, and of course he's right. I began by telling you you're going to have to do things differently if you really want to succeed – yes?

There are both inner and external actions for you to take in order to *Get Rich Slow*, and I'll show you some powerful new Inner Game® deeds-to-be-done in just a moment. One thing first.

What Does Success Mean To You...?

Success means different things to different people – yes?

Okay – I'm going to suggest to you that there is a universal definition of Success; one that's actually the same for everybody. What's important about this meaning of the word is the way it empowers people to accomplish what they're really after. Inherent in this unique definition is the quality of balance – something many "successful" people find missing or elusive in their lives. (Balance is something I say you *must* have to be truly successful.) So, see what you think of this:

Success is triangle, a three-legged stool. The first of the three sides or legs is *Excellence*. The next is *Personal Growth*. And the third is *Happiness*.

No matter what you do in life or work, in order for your effort to be declared a *Success* it must include all three. If one is missing, the structure has no integrity, and it will topple and fall (you can read *fail*, if you like).

If what you are Committed to is *Your Success*, then *you* must *have, do* and *be* all three.

Excellence is simply the quality of being the best you can be. It is the *optimum* personal performance, not the *maximum* (optimum means most favorable or advantageous; best).

Your *Excellence* is not mine or anyone else's. In all terms of *Excellence*, you and only you set the standard. There is no comparison involved, only the answer to the question: "Have I done my very best?"

The pursuit of *Excellence* is an on-going process. It is never *done* or *finished* – only *complete* for now. Because of that, when *Excellence* is your goal, all your efforts and endeavors can be satisfying and fulfilling, which contributes to you experiencing ever-increasing horizons of competence and confidence.

Personal Growth is an approach to life and work in which you are consistently and continually learning, developing and growing as a human being. Every experience, encounter and endeavor we face presents us with opportunities to gain knowledge, open up a point of view, expand our awareness, raise our judgment, increase our competence and learn new skills.

Personal Growth is a journey, not a destination. It is the path of Mastery. And as George Leonard observed in the following article from Esquire, there are no short cuts.

Mastery

It resists definition, yet can be instantly recognized. It comes in many variations, yet follows certain unchanging laws. It makes us, in the words of the Olympic motto, "Faster, higher, stronger," yet is not really a goal or a destination, but rather a process, or journey.

We call this journey *mastery* and tend to assume that it requires a special ticket available only to those born with exceptional abilities. But mastery is not reserved for the super-talented, or even for those who are fortunate enough to have gotten an early start. It is available to anyone who is willing to get on the path and stay on it – regardless of age, sex, or experience.

The problem is that we have few, if any, maps to guide us on the journey or even to show us how to find the path. The modern world can be viewed as a prodigious conspiracy against mastery. We are bombarded with promises of fast, immediate gratification, and immediate and instant success, all of which lead in exactly the wrong direction.

The master's journey can begin whenever you decide to learn any new skill – how to touch-type, how to play the piano, how to fly a plane. But it achieves a special poignancy, a quality akin to poetry or drama, in the fields of sports, where muscles, mind and spirit come together in graceful and purposeful movements through space and time. In sports, especially

competitive sports, there also exists the greatest temptation to take shortcuts towards quick results in performance and winning rather than staying on the path to mastery.

Playing For Keeps: The art of mastery in sport and life.
Edited by George Leonard, *Esquire*, May 1987

The third and final leg of the tripod of Success is *Happiness* – and it is the one component most often lost and forgotten. For some strange reason, most people are all-too willing to live and work without being Happy – and that, my friend, is *absolutely crazy!*

Perhaps we English-speaking people suffer from some left over historical interpretation of the word way back when it was *hap*, which meant *luck*.

Come on! Happiness is a matter of luck...? It's fate, fortune, karma, kismet, predestination; you're either born Happy or not. . . . ? No way! Happiness is your *birthright* – at least seeking it is, if you're an American. Remember the promise penned by Thomas Jefferson:

We hold these Truths to be self-evident, that all Men [and Women] are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the Pursuit of HAPPINESS. . . .

The longer I live, the more intent I am on living the motto: "If it's makes you *Happy* – do it!" I can tell you this; if it *doesn't* make me Happy, I'm *not* doing it! Aren't you sick and tired of not having *fun*...?

If a person, place or thing is not a source of pleasure, satisfaction or joy, why have it – or them – in your life? (Or your Network Marketing enterprise...?) If I ask you: "What one thing is missing in most people's lives today?" I'll bet you'd rank being *Happy* way up on the list. I'm convinced *Happiness* is *mandatory* for Success.

So, my assertion is *Success* for each of us is composed of three required elements: *Excellence, Personal Growth* and *Happiness*. Consider that when you make your Commitment to Your Success, please and thank you.

Now, remember when I told you that once you Commit to Your Success, you'll immediately have a doubtful thought such as, "This is silly, I'm not successful. I don't deserve it. I never will be a Success. I'm not good enough. . . ." *Whatever*.

Always happens, right?

Well, that's what I call... .

A Vision Problem

And solving a Vision Problem is simple: Get (i.e. make) a new and better (i.e. more empowering) Vision.

You see, everybody has a Vision— and I'm using the word Vision here to mean an image, or picture of who and how you are, and what life (and work) are like for you.

Most people carry around a negative Vision. That's par for the course. We've been fed a constant diet of negativity since we were born. "Don't touch that! Don't play with matches. Don't talk to strangers!" (And isn't that a great message for a Network Marketer. . . .;-) "No. No. No. No!"

Here's a sad fact: Pre-school kids hear "No" and other negatives approximately 250 times for every 15 or so encouraging "Yes" remarks *every day*. That's a ratio of 17-to-1 *for the negative!*

Compound that with all of the times we've *relived* a bad experience or *replayed* criticisms and cruel unkind remarks people have said about us, and you can imagine how very heavily weighed-down the balance scales in our minds are on that dark negative side. I am simply offering you some simple and effective ways to adjust your out-of-balance mind to think (and therefore *be*) more confident and creative. Make sense...?

Now, I said everybody has a Vision— positive or negative. If you want to know what your Vision has been up 'til now, look at your life. (I know you don't like this part. Nobody does. I sure don't.)

Human beings get what they expect, and Vision is the tool that does the job of creating our expectations. So if you have a bunch of stuff in your life you don't want— such as failure, settling for less, being unhappy, unhealthy, lack and limitation — *change Your Vision*.

But before you attempt that, I suspect we'll need to work on your Awareness and Clarity a bit. Hence, the following...

Listing

Some people have a hard time imagining what they really want in their lives Considering the entire negative past programming we've all had that's not a surprise. I'm going to give you a power tool you can use to ramp-up your positive Awareness and Clarity. I call it "Listing."

Starting today and continuing for one week, I want you to begin your day – and end your day, every day – by making (in the morning) and reviewing (each evening) a few lists. Think of this simply as an experiment you’re conducting. Remember, you only have to do this for one week.

Your first list: **Things I Have In My Life I Don’t Want. . .**

Write that title on a piece of paper (or on your computer) and then write down five things you have in your life you don’t want.

Simple – yes?

Great!

Next one: **Things I Have In My Life I Want. . .**

One way to do this one is to take the things on your “...Don’t Want” list and simply reverse them, turning them into their opposites; make them into things you really do want.

One example of what that looks like would be:

Don’t Want: *Bills I can’t pay.*

Want: *All my bills are paid effortlessly.*

Another example:

Don’t Want: *Smoking.*

Want: *I am smoke-free.*

Got it...? You’ll end up with another list of five things.

(Remember, you’re going to do this Listing work for one week, no more. Do them first thing every morning, and then review your lists every evening just before you go to bed. You’ll start your day with increased Awareness and Clarity and end the day having your subconscious mind work on this stuff all night long while you’re sound asleep!)

Two more:

Things I Am Grateful For...

As before, list five items.

Things I Praise/Acknowledge Myself For...

Again, list five things.

And one more to do (for now;-): Make a list of... .

Your Values

Your Values are those qualities, which are most important to you in life. In fact, if someone were to take them from you, life wouldn't be worth living!

Simply stated, your Values are those *characteristics*, those *special things* you *value* most in this whole remarkable business of being a human being. I'll give you some examples of my Values to put you on the right track in revealing your own: Family. Excellence. Creating and Creativity. Freedom. Beauty. Intimacy. Being Desired. Communication. Community. Relationship. Friendship. Partnership. Humor. Peace of Mind. Love.

Got the idea...?

Now, here's a great way to help you tease out your Values.

Go to <http://www.GreatestNetworker.com> and click on the logo for my book *Conversations with The Greatest Networker in the World*. (It's up top on every page in blue and it's Free.) And one more click; the chapter titled "Where Do You Live." There's an example there of a conversation that takes place at a Saturday training between The Greatest Networker and a fellow in the audience named Vince. In the conversation you'll read, Vince reveals a number of his Values. If you study the questions The Greatest Networker asks and how he Listens to Vince, you'll learn how easy it is to reveal your own and other people's Values in a matter of only a few short minutes, just by Asking Questions and Listening.

So, back to Listing **My Values**.

Again, make a list of five.

Don't be concerned if a number of the same things pop up on a couple of your Listings. That's to be expected. However, if there's too much duplication (Yes, you can have *too much* duplication – even in Network Marketing ;-)) you're probably not looking deeply enough or freshly enough as you make your lists. *Stretch* yourself each time you sit down to write to come up with some new and different discoveries.

Now...

Your Top 10...

On Day Seven of your Listing exercise – unlike a job, you do not get the day off – make your last Listing (Yes, this will be your *final answer*.): Make a Top 10 List for each of your other Listings:

Don't Want. . . .

Do Want...

Grateful For...

Acknowledge and Praise Myself For...

My Values.

Gather all five of your lists together and separate them by category. Start with your "...Don't Want" list. Take all six of the previous Don't Want lists and spread them out in front of you. Look for one thing on all the lists – selecting from all 30 entries – that you would rate a 10 on a scale of 1 to 10 with 10 being at the very top, the most important. There will be no question in your mind; this one's a 10! "No time with my family . . . physical pain . . . bad health . . . unpaid taxes . . . runaway debt. . . ." Got that...?

Good. Write that one item down on your Top 10 Don't Want list.

Now, see if there are any other 10s just as important to you as that one you've just selected. Use that first 10 as your *standard* and rate all the others according to that one. If there are more 10s, write them down. When you run out of 10s, look and see if there are some 9s – pretty important, but not as high as those 10s – then 8s and so on, always comparing each new possibility with that first 10 you rated.

(BTW, this is a great way to organize or prioritize any list of things you have in front of you. A "Things To Be Done" list is a perfect example: Find your first 10, then rate everything else according to that standard. You'll probably find that those things that rate seven or less just don't get done. They're simply not important enough. You might want to do this with your Prospect List, too. Spending your time on your eights, nines and 10s is bound to yield better results than prospecting people who are sevens or less – yes?).

Okay, you've ended up with a list of the **Top 10 Things I Have in My Life I Don't Want**.

Great, now simply write down those opposites that you do want in your life. Now you've got your **Top 10 Things I Have In My Life I Want...** completed. Just do the same for **Things I Am Grateful For, Things I Praise/Acknowledge Myself For and My Values**.

The point of these Listing exercises is to increase your Awareness and Clarity of both the positive and negative things you experience and express in your life. As a check, ask yourself how much more clear and focused you are when you've completed the exercise than when you started. By doing Listing for just one week, you'll be in a great position to create **Your Vision**.

Next, let's talk about *why* Vision works – scientifically speaking.

Creative Attraction

Remember I said that Vision was a picture of who and how you are, and what your life is like. I also mentioned that Vision was the power tool we use to create expectations, to bring our dreams into reality. Let me explain why that's true and how it works using something I learned from Robert Fritz (Author of the superb book *The Path of Least Resistance*).

Imagine that you're holding a rubber band between your hands. When you move your hands apart, what happens to the rubber band? It stretches – right?

And what does that stretched rubber band “want” to do?
Come back together; to relax – yes?

What this demonstration illustrates is a simple principle of science, and it also shows how you can use the same force of nature called “Creative Attraction” to live the life you envision.

Go back to the rubber band, please.

Imagine that your left hand represents your Reality, right now – everything you have and do, and who you “be” in your life today, this very minute, which includes all your thoughts and feelings about your life, as well.

Now imagine that your right hand is Your Vision, your dreams of what you really want your life to be like if you could have it be any way at all.

Have you got that: Left hand – Reality; right hand – Vision?

Good. Now, if there is any difference between Your Reality and Your Vision, the rubber band will be pulled and stretched – correct? If Your Vision and Your Reality were exactly the same, the rubber band would just sit there, relaxed. No tension. And here's one big secret: *No Creative Power, either!*

Once the rubber band is stretched, it's naturally compelled to return to that relaxed state – do you see that? So, when Your Reality and Your Vision are different, there is a creative energy present acting just like that stretched rubber band – it wants to resolve that powerful tension and *relax*. And tension will resolve in one of two directions: Towards your left hand or right hand – towards Your Reality or towards Your Vision.

Does it make sense to you that the force will pull *towards* the hand that holds on to the rubber band and *away* from the hand that lets go...?

Does it also make sense that if you hold on to Your Vision and you let go of Your Reality – even just a little – that Creative Attraction will literally pull Your Vision into being?

Is that cool or what!?!

There's more.

Unlike a rubber band, which if you stretch it far enough will probably snap in two, you cannot break the power of Creative Attraction. In fact, the *greater the difference* between Your Reality and Your Vision the *greater the power* for resolving all that tension.

Have you ever heard the advice "Have a goal bigger than you are?" Now you know why it's such good advice. The bigger Your Vision, the better! And here's the really fun part:

Your Reality is always changing!

Everything is changing all the time: The weather, the stock market, all the cells in our bodies, *everything is always changing!* So, what's likely to happen if you hold on to Your Vision in a world where Reality is already and always changing every nanosecond...? Are you willing to let go of what you have in your life that you don't want – and isn't that a silly question – and strongly, even stubbornly, hold on to Your Vision *right now...?*

Your Vision

Let's begin this Vision work together by making a point which I've observed is a major cause of confusion for lots of people in our business.

Network Marketing is NOT the *Vision* – it's the *Vehicle*.

Network Marketing is a business. Your job in this business is to be your own boss. That's a *job* – the best job I think you will ever find (though you may realize at times you're working for a crazy person ;-). As inspired as a career in Networking may be, it's just a job. Network Marketing is the *means* to an end, not the *end result*.

The result – the *Why* you are in this business to achieve – is a rich rewarding life of both substance and style. The freedom and independence a Network Marketing lifestyle can provide for you is *the Dream*. That's *Your Vision*. Network Marketing is simply the vehicle – like a car you use to get from where you are to where you want to be.

Please be clear, you really should *enjoy the ride*. Look around. Don't pass up the scenic overlooks just because you're in a hurry. Get out and stretch. Have fun. Drink in the places, the sights, smells and sounds. Spread out a blanket and have a picnic. And yes, there absolutely is a difference between driving a Pinto and a Porsche.

What I'm saying is that if you make Network Marketing Your Vision, you are falling into the same trap as King Midas. I'm sure you remember the price he paid for getting the Golden Touch he'd always dreamed of having.

Now, the reason I had you do all that Listing earlier was for you to be clear about what you *don't want* and what you *do want* in your life. It's important that you know what people and things in your life you are *grateful for* and that you are aware of and *acknowledge yourself* for your talents, your contribution to others, your successes. And most important of all, that you clarify those valuable qualities you must have in your life to be happy and fulfilled — *Your Values*.

All of these things are the building blocks of Your Vision.

Before we get into creating Your Vision, here's a bunch of stuff from the "More Than You Wanted to Know" Department.

The *American Heritage Dictionary* offers the following definition:

Vision: 1. a. The faculty of sight; eyesight: *poor vision*. b. Something that is or has been seen. 2. Unusual competence in discernment or perception; intelligent foresight: *a leader of vision*. 3. The manner in which one sees or conceives of something. 4. A mental image produced by the imagination. 5. The mystical experience of seeing as if with the eyes the supernatural or a supernatural being. 6. A person or thing of extraordinary beauty.

And the Thesaurus section of the same reference lists these synonyms for vision:

- For the definition, "Unusual or creative discernment or perception:" perspicacity, far-sightedness, foresight, insight, sagacity, wisdom, prescience, foresightedness.
- For "The faculty of seeing:" sight, eyesight, perception, visual acuity, visual perception.
- And for "To form mental images of:" visualize, conceptualize, fantasize, conceive, conjure up, envisage, envision, image, imagine, dream up, picture, see.

Like I said, more than you wanted to know — and all the above does show and tell you what a rich and powerful distinction Vision is. I am suggesting that you use all of the definitions and synonyms I've quoted here to deepen your understanding of Vision.

Your Vision is a specific tool — a power tool — you will use in creating and designing your life. It is a mental image produced by your imagination in the form of a written Vision Statement. Think of it as a movie script, which describes in precise detail a vivid, three-

dimensional, moving picture of *one day* in your life. This is a perfect day off in your future when you have achieved all the goals you've set for yourself – yet you will express Your Vision as a *present tense, right-here, right-now reality*.

THIS IS VERY IMPORTANT: Your Vision is always expressed in the present tense, as if it was happening right here, right now. And please, don't worry about whether you *believe* it or not. We'll handle that later. For now, choose to have making Your Vision important. Lace up your Nikes and *Just Do It!*

Here's a hopefully helpful hint:

Have you ever dreamed about having an outrageous amount of money in your life – you know, like Bill Gates money...? *One Billion Dollars?* Can you imagine that?

If I gave you \$1000 starting today, every day from now on, you would become a millionaire in approximately two years, 255 and one-half days. And you'd be a billionaire in *2,739 years!*

I know. It's hard for some people to imagine that much money. But just for the sake of doing Your Vision, and just for fun too, as you think of the things I list below, pretend you have access to all the money you'll will ever need – and more. Construct each element in Your Vision from the perspective of what would you have, do and be, "If you knew *you could not fail!*" That thought will free you up to reach for the stars. And hey, if you shoot for the stars and fall short, you'll clear the tree tops with ease. . . .

Now, use your imagination and fantasize what your life would be like when you are having, doing and being all you dream of. Put these things in Your Vision. . . .

- Describe where you live...
- What your house is like... and the surroundings, too. . . .
- How do you feel being there...?
- Who is there with you...?
- What it's like being with those people...?
- What is it like having such rich relationships... enduring friendships... and powerful partnerships...?
- What is it like being acknowledged and appreciated by so many wonderful people as their mentor, as a leader...?
- What are you doing for leisure, pleasure and fun...?
- What about travel; what wonderful places have you visited recently and where are you going next week, next month...?

- Who will you be with...?
- What will you be doing together...?
- Maybe you're there right now: What's it like...?
- How about your career: What does it feel like to have achieved such significant and satisfying success...?
- And your finances: What is it like for you to have the security and freedom of true financial independence— whatever that means to you...?
- And time: Now that you don't *have to* do anything... now that you always do only what you really *want to*... what's that like for you...?
- How does that feel...?
- How's your health...?
- What's your diet like...?
- How about activity and exercise...?
- How do you look and how do you feel...?
- What's it like to be your perfect weight..., in great shape..., beautiful...?
- What is it like for you to be the kind of person who makes such a profound difference in so many people's lives...?
- How does it feel to have the powerful, positive impact you have made on the world...?
- And whom are you *being* to create such a rich, rewarding, satisfying and fulfilling life of contributions and accomplishments...?
- What is it like to be an inspiration...?
- What does that provide for you— personally...?
- What does that mean to you— spiritually...?

These are the things to think about when constructing Your Vision. Take your Top 10 lists from each category— especially **My Values**— and use them to help you. And keep in mind what my friend Richard Brooke, who taught me most and best about Vision, is fond of saying: "Have Your Vision be all about living the life you'd dare to live if you knew you could not fail."

Once again, what I am asking you to do is to describe, in specific detail, a vivid picture of one perfect day in your life *as if* you were as successful as you've ever dreamed of being. Have that day exist as if it was today, right now. Include your thoughts, feelings, activities, people, places and all the things you've ever truly desired and dreamed of having, doing and being.

A helpful hint: Include in this Vision some things that you already *have, do and be* in your Life – people and things you love and truly enjoy *right now*. What that will do is help make your Vision *believable*, because you've already got these things, you're already doing them.

I want you to see some different people's Visions to get an idea of what they're like. The best way I know to accomplish that is for you to visit the personal pages of a number of Members of The Greatest Networker .comUNITY on the web. The links below will take you directly to each Member's "My Face Page," where you'll get to know about them and read their Visions.

Christopher Siegel

<http://greatestnetworker.com/is/captainchris>

LeFils Gay

<http://greatestnetworker.com/is/lefiles>

Rusty Peterman

<http://greatestnetworker.com/is/rustypeterman>

Julie Coombs

<http://greatestnetworker.com/is/diamondjul>

And just for fun, you might enjoy reading mine. My Face Page link is:

<http://greatestnetworker.com/is/johnmiltonfogg>

There is tremendous creative power in writing things down. (You probably discovered that when you did your Listing exercise – yes?) Putting your thoughts on paper brings them one giant step further into being a reality.

Once you have Your Vision written, I ask you to read it first thing every morning and again every night right before you go to bed. There is no better way to start your day. Reviewing Your Vision just before you go to bed allows your subconscious mind to work with it while you sleep. It will take on the creative power of a recurring dream.

Trust the Process!

It may take some time to create Your Vision. Let it. You may make a number of changes in it over time. That's fine, too. I'm forever making mine better, and as the things I envision come

into being, I take them out and add new ones. Your Vision, like your life, will always be a work-in-progress.

Get your hands on a copy of *Mach II With Your Hair On Fire!* by Richard Brooke. It is the single Best Book on Vision ever written! When you've read Brooke's book, you will know, beyond a shadow of a doubt, how and why Vision works.

What you are doing with Your Vision is building an expectation of success. Your subconscious mind accepts Your Vision as if it is actually happening to you right here, right now. Over time – and a surprisingly short time, too – you will naturally and effortlessly be thinking thoughts and taking actions in line with Your Vision, bringing it into being with everything you do.

Remember the stretched rubber band: Your Reality in one hand, Your Vision in the other. You will manifest whichever one you hold on to.

Have you ever heard, "Let go and let God"?

Let go of Reality and allow Creation (i.e. God) help bring Your Vision into being. I'd say you couldn't find a better, more powerful partner.

Okay, what's next...? Ah yes. . . .

The Inner Game®

Your success in Network Marketing – and, I say, *every* aspect of your life and work – is directly related to your own Growth and Development as a human being. If you haven't already heard some upline person or Networking trainer say, "Your business will grow only as big and as fast as you do..." well, now you have.

Network Marketing is all about Personal Growth, because it is a Shipping and Receiving business. It's *Relationshiping*, *Friendshipping*, *Partnershiping* and *Leadershiping*. When you do those well and rightly, you *receive* a check. The better you are at all that "shipping," the more *receiving* you'll get to do and the bigger your check.

Give to Get. That's just the way it is.

And the key to all the above is your Personal Growth and Development – what I call "The Inner Game®"

I first heard the term “Inner Game®” while studying a most remarkable book, *The Inner Game® of Tennis*, by Tim Gallwey. Here’s how Tim describes it:

Every game is composed of two parts, an external game and an Inner Game®. The External game is played against an external opponent to overcome external obstacles and to reach an external goal. Mastering this game is the subject of many books offering instructions on how to swing a racket, club or bat, and how to position arms, legs or torso to achieve the best results. But for some reason, most of us find these instructions easier to remember than to execute.

In his book, Gallwey goes on to explain that real success in the playing of any game must include attention to the skills of the Inner Game® – the game that takes place in the *mind* of the player. He points to such Inner obstacles as lack of concentration, nervousness and self-doubt, as “habits of mind” that must be overcome before excellence in performance will be accomplished. He writes:

The player of the Inner Game® comes to value the art of relaxed concentration above all other skills; he discovers a true basis for self-confidence; and he learns that the secret of winning any game lies in not trying too hard. He aims at the kind of spontaneous performance which occurs only when the mind is calm and seems at one with the body, which finds its own surprising ways to surpass its own limits again and again. Moreover, while overcoming the common hang-ups of competition, the player of the Inner Game® uncovers a will to win which unlocks all his energy and which is never discouraged by losing.

Now honestly, doesn’t that sound wonderful? I mean, wouldn’t you enjoy being calm, at one with your body – surpassing your limits again and again – and in the process uncovering a will to win that’s never discouraged by losing? Seems like great fun to me.

And what if you could do all that in the game of Network Marketing – what would that look like to you...? How would that *feel*...?

Network Marketing is a game. It’s just like any and every other game you’ve ever played. There are rules and tools and goals and skills, all of which you need in order to play. When you arrive at a certain level of competence and confidence where you consistently play the game well, you’ll win and keep on winning. What’s more, you’re able to teach your people how to do what you do – how to *be* a winner!

Although we don’t have *playoffs* in Network Marketing, we get some great *payoffs*: Freedom to choose where, when, how and with whom we spend our working and living time; travel; adventure; challenge; fun; friends; the opportunity to make a difference in people’s lives; the ability to constantly develop and grow personally and professionally; and of course, there’s the money. Yet in a very real sense, money is the very least of these. In the game of Network Marketing, money is just the way we keep score.

Like all truly inspired games, the Network Marketing game is a microcosm of life. The skills and attitudes you need to succeed and be a winner in our business are the very same ones you need to succeed in life itself.

You can learn all you need to know about “how to” do this business in an hour and a half on a Sunday afternoon. But even if you have a handle on the entire “how to” knowledge, that alone won’t make you a winner. You have to master the Inner Game®. That’s why you always find such an emphasis on Personal Growth and Development in Network Marketing.

Inner Game® is the one played in your mind. The one where you compete with yourself, where you are challenged by your old paradigms; your past programming; the thinking that limits you; those beliefs that stop you. The Inner Game® is the game that must be mastered before you can succeed on purpose, consistently, with competence and confidence, for the rest of your life – and teach others to do the same.

The Inner Game® isn’t the only game in town. It’s just the most fun to play – and it is absolutely the very best game of all *to win*.

There are a number of aspects of the Inner Game® I’m going to focus on here, because my sense is they will serve you best. (In the spirit of Tim Gallwey, I’ll say, “Network Marketing is just like tennis: When you serve well, you win!”) Here’s the first:

If there is one universal problem that plagues every Network Marketing organization in the world – *and there is* -- and if I could express it in just one word – *and I can* -- it is... .

Belief

Let me share with you a program from the I-Course *The Inner Game® of Network Marketing*. This is the best exploration and explanation I’ve done so far about *Belief*.

Perhaps the most famous quote attributed to Napoleon Hill – the Patron Saint of Personal Growth – is this one:

“Whatever the mind of man can conceive and believe, it can achieve.”

It gives me goose bumps just saying it. But those goose bumps become an irritating rash when I think about how hard that is for most people to do.

Clearly, Dr. Hill was right: the creative power of the human mind *is* unquestionable. The problem for most of us stems from our understanding of the word *believe*.

I’ve spoken to groups of people around the world and I ask them the same question: What does it mean to *believe* – what’s your personal definition of *belief*?

The answers are pretty universal: Faith, trust, confidence, knowing that things will work out the way I want – the way *I hope* they will. . . . All in all, belief tends to mean *knowing*. To believe in something, people need to *know* it's true, but as Shakespeare had Hamlet say, "... there's the rub."

Tell me something you really *know* for a fact.
When you really think about it, *fact* is, you can't *know*.

I once did a workshop with Robert Fritz – the man who invented the rubber band illustration of Vision, author of *The Path of Least Resistance*, and a great teacher of Creativity – that included the world's most uncomfortable exercise. One person in the group would state a fact, and Bob would ask, "How do you know that?" (I think the fact the woman used was "The world is round.")

"And how do you know *that*?" Fritz asked.

The person answered and Bob asked, again, "How do you know *that*?" After every answer, he asked the same question: "How do you know *that*?"

It didn't take long for all of us in the room to feel as uncomfortable and frustrated as the woman answering the questions. It was clear, we didn't *know* – we didn't really know *anything*!

(I suppose that's why we say, "God knows," because God *is the only one who does!*)

You and I don't *know* what's going to happen tomorrow. We can't. And if our definition of belief is all tied up with *knowing* this or that will come true, we're sunk! If belief means knowing – *and we cannot know* – then we can't *believe* either.

Unless *we change our minds to a more empowering definition of belief*.

Here's the one I recommend, and it comes right from the word itself.

Belief has two parts. The first is easy – it's *be*, as in, "To be or not to be." To exist in actuality; have life or reality. To *be*.

Now, here's the fun and insightful bit. The second part of *belief* is *lief*, which comes from the Indo-European *leubh*, which means . . . *love*.

That's right. *Love*.

So, could belief really mean *to exist as love* . . . ?

Hmmm. Now, *that's* interesting!

For a moment— just as an experiment— let’s agree that *be love* is exactly what belief means. Does that change anything for you. . . ?

Well, for starters, you no longer have to *know for a fact* that someone or something is true to believe it— just have it *exist* and *love it*.

You can’t know for a fact your goals will happen— but you can have them exist and love them.

How about Your Vision— can you *fall in love* with Your Vision?

Have you ever said to someone, “I believe in you”? Were you saying to them, “I know you for a fact,” or were you telling them, “I love you”?

With that in mind, let’s take another look at Dr. Hill’s famous quote:

“Whatever the mind of man can conceive and *BE LOVE* it can achieve.”

Makes sense to me— more sense than ever before.

I know, beyond a shadow of any doubt, the incredible ability of the human mind to achieve any Vision or goal, accomplish any task, when it’s coupled with the power of love. Don’t you agree?

Is there *anything* you couldn’t achieve with the awesome creativity of mind and the heart’s power of love together?

I cannot imagine it. That’s the stuff that moves *all* mountains.

I wrote earlier that there was one key aspect of the Inner Game® I intended to cover in this little book. And it is the single, number one, most powerful and literally *transformational* skill of all. But before I get into it, I’m going to tell you a story.

The point of this story is to address the source of those “inner obstacles” Tim Gallwey talks about. The ones that must be overcome before excellence in performance will be accomplished. If you’ve ever wondered where those “habits of mind” such as “lack of concentration, nervousness and self-doubt” come from, you’re about to find out.

The Kingpin

In the 19th century Pacific Northwest of Canada and the United States, logging was a way of life and a very big business. Lumberjacks felled the great trees by hand in the winter, sawed them into appropriate lengths (which was called bucking) and “skidded” the huge tree trunks on sleds drawn by mules or oxen out of the forest to the nearest frozen river. Remember this was long before trucks, much less the huge helicopters the timber industry

uses today. After the spring thaw, these tremendous logs would simply be floated downstream to the sawmill.

Inevitably, this massive parade would become paralyzed. The result was called a logjam.

What a quandary that must have been: Hundreds, even thousands of logs each one weighing *thousands of pounds* and the whole thing stretching, sometimes for miles back up river, a tangle of giant timbers stuck solid; going nowhere – fast.

But the loggers were undaunted. They knew a simple, yet powerful, secret. There was one tree trunk – *and always only one* – which was holding the entire logjam in place. They name they had for it was the “kingpin.” All the lumberjacks had to do was locate the kingpin, pry it loose, and the entire mass of locked-up logs would be free, flowing on it’s way down stream to the sawmill.

My friend, you and I have a Kingpin too: One huge three-ton-toothpick holding back our talents, skills, abilities, values and dreams, keeping you apart and away from genuine success and satisfaction in every area of your life and work.

Your Kingpin is lodged in your subconscious mind.

Want to know what it is...?

Good! Let’s do it.

What you say in response to the following fill-in-the-blank pop quiz is Your Kingpin. Wiggle this one log lose and a veritable cascade of creativity will carry you effortlessly down your stream of consciousness to the fulfillment of your dreams and destiny.

Although there may be variations on the theme, your answer will come in one of two favorite flavors: *Quantity* or *Quality*. You are either in pursuit of *more, more, more...* or *better, better, better*.

So, complete the following statement:

No matter what I do, it’s never (and fill in the blank) _____ .

No matter what I do, it’s never ENOUGH.

No matter what I do, it’s never GOOD ENOUGH.

Take your pick it *will* be one or the other of those two – and the various variations...?

Are you always in a state of overwhelm where there’s never *enough* time to complete all you have to do? Try as you might to please your family or associates they always demand more – it’s never *enough*. Are you struggling financially barely getting by on the income you dreamed of making just a few short years ago – will you ever have *enough* money? *More, more, more...*

Or how about these. . . .

You give the best presentation of your career, and the prospect says, "I'll think about it." You've been working on that letter, or ad, or article for weeks now, and it's still not right. You've read all the books, heard all the tapes, attended every training since you began two years ago. You've done everything your upline and the MLM gurus said to do and you're still not there yet. "No matter what I do, it's never *good enough*." *Better, better, better*. . . .

And where did all *that* come from you ask...? (And thanks so much for asking;-)

Once upon a time, one long ago moment, back when you were somewhere between one and 12 years old, something happened. It may have been the most innocent of non-events or a card-carrying life or death situation. It *really* doesn't matter. That was the first instant when you realized nobody *really* listened to you. You had learned that it was not safe to be yourself, who you *really*, naturally, uninhibitedly *are*.

In that moment, you saw life as a struggle, literally for your "self's" survival. You knew right then and right there that the world looked at you as either *not enough* or *not good enough* no matter what you did.

In that single moment, you made a fundamental decision. You decided how you had to think, feel and behave to safely and successfully navigate the stormy seas of life as you had just experienced and interpreted them to be.

It wasn't the *truth*, but you didn't know that. You were just a child – a frightened, possibly/probably hurt little kid looking for a way to love and be loved.

Your goals were simple: to stay safe; to find a way to be as much of your authentic self as you could get away with being and still have *that* be okay with the world around you and the people who lived in it. You became a chameleon. Started living a lie. You just created the Imposter within – your False self .

What is most amazing is that this decision made in the mind of a scared little kid is running the lives of every adult on the planet. No matter what culture, what circumstances, what whatever, inside each of our subconscious minds, is a heaped-on history of this past negative programming.

I'm never enough (I *need* to be *more*), or I'm never good enough (I *need* to be *better*) is your False self 's primary motivation. (It's what we really mean when we say someone is *needy*.) It is what *drives* us, especially in stressful situations, facing difficult emotional decisions, whenever "the heat's on."

Are You Driven or Led?

Joe Batten is one of the grand old men of public speaking – a member of the National Speaker's Association Hall of Fame. He wrote the best seller *Tough-minded Leadership*. A number of years ago, Joe met with a group of 35 CEOs for a daylong seminar on his favorite subject, Leadership. Early in the presentation, he asked them, "How many of you are leaders in your company?" Every person in the room raised his hand. Joe smiled and said, "I'll ask you the same question *after* I share this true story with you."

In the Middle-East there are two countries, separated only by a border, who have large sheep and mutton industries. The cultures of the two countries are radically different and they are hostile to each other. In fact, they have even fought wars with each other.

In one country, the shepherds walk behind their flocks.
In the other country, the shepherds walk in front of their flocks.

Now remember, this is a *true story*.

In the country where the shepherds walk behind their flocks, the quality of the mutton and the wool is poor and it is not a profitable industry.

In the country where the shepherds walk in front of their flocks, the quality of the mutton and wool is excellent and the profitability is high.

Why?

In the flocks where the shepherd walks behind and pushes, drives, corrects, and is always in charge, the young sheep grow up afraid to stray from the flock for fear of being rapped upside the head by the shepherd's staff or having the dogs sent out to round them up. They have no opportunity to explore for better grass and water, or to play with other young lambs. They simply become obedient, passive and apathetic. By the time they are grown, they have lost all initiative. They are not really healthy.

In the country where the shepherds walk in front of their flocks, the young lambs have plenty of opportunity to stray, play, experiment, and then catch up to the flock. Instead of feeling overly controlled, compressed, repressed, depressed and suppressed, they feel free, empowered, enhanced and stretched. They eat more, sleep better and grow up large and healthy. They are truly led."

When Joe finished his story, assuring the executives once more of its authenticity, he asked again, "How many of you truly lead in your company?"

Not a hand was raised.

The reason I told you Joe's story was to make a distinction between being Driven and being Led, and to let you know that that is a fundamental choice you can make. I think it's one you *have to* make in order to succeed.

I say you are Driven by your *fears* and you are Led by *Your Values* and *Your Vision*.

Leaders lead by virtue of their Vision (and Your Vision is the experience and expression of Your Values). That's what people really follow – Vision. One of your jobs as the leader of a growing Network Marketing organization is to create, communicate and hold a powerful and empowering Vision for yourself and your people.

Your fears show up when motivation is called for, whenever you need to *make a move*. The thought of not being *enough* or *not good enough* takes over. Fear of failure becomes stronger than the expectation of success.

Another way of thinking about this is that there are two sources or bases of your motivation: Fear-based or Love-based. It's a choice you have.

Your False self is Fear-based.

Your Authentic self is Love-based

Once again, it's about what you choose to make important at that moment. . . .

When thoughts of worry or doubt occur in your mind, they *drive you* to actions that are not in the service of your success – fear-based knee-jerk reactions, angry or frightened responses, even avoiding taking any action at all.

In those moments, you are distracted from your Commitment To Your Success. String enough of those negative sessions together, and the result will be a pattern of avoidance of positive action, which can and does eventually lead to failure.

You can change that by choosing in that instant to be led by Your Values and Your Vision. Simply replace that fearful, doubt-driven False self saying, "No matter what I do, it's never..." with Your Vision – the Vision of Your Authentic self.

Focus on that picture of you in your perfect home, traveling on that great vacation, healthy, vital, alive; an inspiration standing on stage and receiving all the applause and appreciation from your team, living your life as an ongoing, richly rewarding experience and expression of Your Values.

Remember Your Kingpin. Remember Joe's story. Being driven isn't healthy. Chose instead to be *led* by Your Vision.

And now. . . (I suppose I should add a drum roll or trumpets here) . . . this next part is the stuff I really want you to get. Of all the things I've written about in *Get Rich Slow*, this is THE MOST IMPORTANT. . . .

Listening

"Listen," my friend and mentor Carol McCall says, "there is a world waiting to be heard. . . ."

The problem is: **Nobody is Listening.**

Nobody. . . .

Can you imagine what you could accomplish if you were one of the very few people in the world who was *really* Listening...? I promise you, learn to Listen, *really* Listen, and you will transform your life and all whose lives you touch!

Has this ever happened to you...? You meet and greet someone on the street, and they say "Hi" and ask how you are? Here, let me tell you the rest by showing you what The Greatest Networker told his audience at a Saturday training from my book *Conversations With The Greatest Networker in the World. . . .*

NOTE: You can get and read a copy for free by going to the web site:

http://greatestnetworker.com/learn/johns_books/conversations/

He jumped off the front of the stage and, walking over to the right side of the room, speaking the entire time, said, "Has this ever happened to you? You're walking down the street and you see someone you've met before approaching you. You smile — you're happy to see her. And then . . ." as he said this he turned around facing in the opposite direction, stretching out his hand and faltering forward as if he'd reached for something and missed, "*she walks right past you!*"

"There you are about to tell her how you are — how your boss is a pain in a number of your body parts, how you wish you'd been earning more money, how you're really skiing much better than you were last year, how your daughter got in a car accident and her '89 Volvo is probably totaled, and no, no, she's fine thanks . . . and *you're talking to the woman's back!* She's halfway down the block! *She's not Listening!* She didn't really want to know how you are at all!

"Ever happened to you?"

"How many of you have ever finished someone else's sentence for them?" he asked, raising his hand and watching as hands were raised throughout the audience.

"*You're not Listening,*" he said.

"How many of you cut people off, because you already *know* what they're going to say?"

And again hands shot up throughout the room.

"*You're not Listening,*" he said again. "That's mind reading. That's not Listening."

How many of you get into conversations with other people where you just can't wait for your turn, you're just delaying until they stop talking, so you can tell 'em what *you* think – *you can't wait* to share your better idea. Any of you ever do *that*?" he asked.

He didn't even wait for a show of hands this time.

"*You're not Listening*," he said immediately.

"Any of you married?" Three quarters of the people raised their hands.

"Your spouse knows *you're not Listening*," he laughed and we joined him.

"Any of you have kids? *They* know you're not Listening – and you know they haven't heard a word *you've* said in years! Why else do you have to tell them everything five times? Stop. Stop. Stop. *Stop!*" The entire audience was now laughing and agreeing, shaking and nodding their heads.

"My friends," he said softly, taking his seat back on the front edge of the stage, "*you - do - not - listen*. Nobody does. Well, *almost* nobody – 99.79 percent of the people we talk to are not Listening. Front porch light's on. Dog's barking. But *nobody's home*. . . . And it's not because we're bad people. It comes with the human side of human being, that's all."

The kind of "Nobody's Listening" the Greatest Networker was describing is what I call Reactive Listening. There are two aspects to Reactive Listening: Closed Listening and Listening By Default. With Closed Listening, you're not open to what's being said – and Listening, like a parachute, *works only when it's open*.

Whenever you're Listening *and* you're talking to yourself (silently, but still talking) at the same time, that's Closed Listening. You cannot truly *hear* what other people are saying. When you are comparing, judging, evaluating what someone is saying, when you're editorializing, agreeing or disagreeing, arguing, thinking about what they are saying, what they mean or what you're going to say next, you are not Listening. Your Listening is *Closed*.

Listening By Default is your programmed Listening – Listening from your past opinions of life and work and your experiences of people and events. It's not Listening by choice. It's judgmental. It's an opinion you have, yet you hold it as the Truth! It's Listening that's not *response-able*. It's just a reaction. It comes from talking to yourself as if there was a self there to talk to.

Whenever you're in a conversation and there's no one else around, have a red warning flag go up! At that moment, you are talking to your False self – and that character doesn't know *anything* worthwhile.

Whenever you hear a voice that isn't you speaking out loud, a voice that's not coming from the person you are speaking with – even if it sounds just like you – it's not you. It's your

False self. Your False self is the source of your Kingpin, the “No matter what I do it’s never enough” or “good enough” decision you made up as a child. It is not real. It is not the truth. It is not you thinking or your intuition, either.

Your False self cannot Listen. Your False self always does the talking. It is the voice that has opinions and interpretations of *everything* and *everyone*. It is constantly agreeing, disagreeing, mind-reading, being right, being wrong – making the other person wrong; judging, evaluating, comparing, arguing. . . .

I’m certain you’ll appreciate that there really is a much better way.

Creative Listening

You have the choice in any and every Conversation to Listen – *really* Listen.

You can only truly Listen with your Open Listening. You also have the choice to Listen By Design, instead of Listening By Default. Let me describe these for you. And I can do it with one simple, powerful example.

I’ve told this true story all around the world. If your response is like most of the people who hear it, you will literally *feel* what it’s like to move from Reactive to Creative Listening in an *instant*.

One Sunday morning, Stephen Covey – *The Seven Habits of Highly Successful People* doctor/author – was taking a ride on the subway in New York City. During the week, subways are packed with people hurrying here and there, but on Sundays they’re pretty laid-back and really quiet and quite peaceful; *New York Times*, bagel and lox, grandé decaff double slim latté. . . .

The train pulls into a station; the doors slide open, and into the car *explode* these two absolutely *wild* children. These kids are *bouncing off the walls* of the subway car. And their father follows them in and sits himself down next to Covey, seemingly oblivious to anything that’s going on.

These kids are literally *out of control* – they’re *running* back and forth, screaming at the top of their lungs, *knocking* people and their belongings around. They even grab one little old lady’s newspaper *right out of her hands!*

Now, what do you think the “Listening” Dr. Covey – and everybody else in that subway car – has for the father of these two kids...?

(I know, I know . . . how can you *Listen* when nothing's being said. . . ? As I described earlier, your False self is doing the talking even when no one else is there. That's your Listening at that moment: Your judgements, making stuff up about what things really mean, the interpretations and opinions you have about this and that. That's all in your Listening.)

So, what was the Listening they had for the father of those children. . . ?

"This father is careless . . . he doesn't know how to control his own children.

He's a bad parent . . . this guy's a real loser. What an irresponsible father."

And all of that is Reactive, right? Covey and the other people are simply *reacting* to the circumstances in front of them.

Well finally, Dr. Covey gets fed up, turns to the man and, clearly irritated, says,

"Sir, your children are disturbing a lot of people. I wonder if you couldn't control them a little more?"

The father glances up for the first time since he sat down. He looks confused. He turns to face Covey, shuts his eyes shakes his head slowly back and forth and says, "Oh, you're right. I guess I should do something about it. We just came from the hospital where their mother died about an hour ago. I don't know what to think, and I guess they don't know how to handle it either. . . ."

Wham!

The Reactive Listening Stephen Covey and everybody else in the subway car had for this man (remember, that wasn't their real Listening, that was the Listening of their False selves) was he was an irresponsible jerk, a bad father. That was *the way it was*. That *was* the truth!

But then Dr. Covey got some new information, and he instantly changed 180 degrees! He saw the situation completely differently. His thinking changed. His feelings shifted dramatically. He behaved differently. He moved *immediately* from upset to compassion; from irritation to love.

He said to the man, "Your wife just died? Oh, I'm so sorry! Can you tell me about it? What can I do to help?"

Covey wrote about the incident saying "Everything changed in an instant." I say what changed was his *Listening*.

Reactive Listening— positive or negative— doesn't lead to anything but people talking to themselves inside their own heads— Listening through their False self's opinions and interpretations, agreeing, disagreeing, mind-reading, being right, being wrong— making the other person wrong or right; judging, evaluating, comparing, arguing. . . .

When all there is Reactive Listening— Closed Listening, Listening By Default – there can be no *real* conversation . . . no *real* learning . . . no *real* sharing . . . no communion . . . no intimacy . . . no friendship . . . no partnership. . . .

There can be *no relationship at all*, because YOU aren't there. There's only your False self. And believe me, your False self is NOBODY!

The opposite of Reactive Listening is Creative Listening.

Creative Listening is a choice. In truth— and I know under those conditions back in that subway car it would have been *very* hard choice to make— Dr. Covey could have Listened to that man and his kids with love and compassion from the very beginning.

Creative Listening isn't always easy. Some choices never are. But to Master the Inner Game®, it is a choice you'll have to make. One of those choices is to Listen Openly.

Open Listening

Open Listening is just that— your Listening is *wide open*. It's like the blank canvas on which the artist paints; the clean piece of paper (or computer screen) on which the writer adds words and sentences to create a novel; the bare stage upon which the director, lighting, set and costume designers and actors perform the play.

You the Listener are the canvas or paper, the empty stage— and the person you are in Conversation with is the artist doing the painting, the writing, and the acting.

With Open Listening people are truly heard, and in a world where nobody is Listening, that is a very special gift both to give and to receive.

When you have your Open Listening, your False self is nowhere to be found. Your internal chatter is silent. You are Free— Free to unite in Relationship and Partnership with other people.

Open Listening is free of judgements, opinions and interpretations. With Open Listening you hear only what is being said, word for word without giving what the speaker is saying your own meaning or a definition you made up. It has nothing to do with mind reading. You never think you know what someone is going to say. With Open Listening, you do not finish other people's thoughts for them.

Open Listening is not concerned with agreeing or disagreeing. It is not attached to being right or making the other person wrong. Open Listening does not involve right or wrong, either/or. Open Listening is not comparing, evaluating, arguing or even (and especially) waiting impatiently for your turn to talk.

Open Listening allows both the speaker and Listener to be their Authentic selves.

Open Listening honors all the people in the Conversation. It is through Open Listening, as Plato said of “dialogue,” that the truth can be revealed.

As Network Marketers, you’re in the Relationship business. That’s what you do for a living – you create and maintain *Relationships*. In this business, that’s JOB #1. As I’ve said before, you grow those Relationships into *Friendships*. When you take those Friendships into *Partnerships*, we call it Sponsoring. Then you transform your Partnerships, leveraging them into tens, hundreds, even thousands more Partnerships to create a Network Organization and you do *that* with *Leadership*.

And you accomplish all of this through *Listening*.

Have you ever witnessed what happens when two False selves get together. . . ?

My friend, the choice is yours – moment by moment – to Listen Reactively or Creatively. If you’re going to build your business The Greatest Networker’s way, it’s not really a choice. It’s mandatory!

And if it hasn’t occurred to you so far, here’s the point: When you Listen – and ONLY when you Listen – you are your Authentic Self!

Now, there’s one more aspect of Creative Listening I’m going to cover with you.

Listening By Design

I think most people are surprised when I say that of the two – speaking and Listening – Listening is by far the more creative. I’m guessing that’s because the accepted paradigm is that speaking is active and Listening is passive.

Well, that’s one cultural assumption we can start shifting right now. Listening – Creative Listening – requires your full feeling-awareness and active attention, and believe me, many times that’s *very* hard work.

One question I’m fond of asking my audiences is, “How many of you have whiners or complainers in your downline?” The typical response is lots of knowing laughter with about half the people nodding agreement or raising their hands.

“The bad news,” I tell them, “is that you *make them that way*. And you do this with your Listening.”

The fundamental choice you make between Creative Listening and Reactive

Listening is whether or not the Listening you have in the moment empowers or disempowers. There's an important clue right there: You either *have your Listening*, or *your Listening has you*. (Remember Dr. Covey on the subway. . . .) One type of Listening is Creative, the other Reactive— and I'll bet you can guess which one is which.

When your Reactive Listening is engaged, you have no choice but to Listen By Default. Your Listening is Closed. What you're hearing comes through the filter of your past. What you hear depends on how you've been programmed from early childhood to the present, not what's actually being said right here and now. The one doing the Listening isn't you, it's your False self .

I know you've heard, "In order for things to change, you have to change."

The single most powerful thing you can change that will absolutely make a huge positive difference in every aspect of your life and in all your Relationships is...

Your LISTENING

And the *way* you change from Reactive to Creative Listening is to begin to Listen By Design.

Remember how I used the example of whiners and complainers in your downline, and said that you make them that way with your Listening? What if you shifted your Listening for these people to one of respect, holding them as capable, as leaders— do you think they'd change. . . ?

Of course, there are no guarantees, but it's certainly true that with that shift in your Listening, there is the possibility— which wasn't there before— that those people could show up as capable, as leaders. You can literally create the space for people to show up being the best they can be *if* you Listen for them that way. You create that possibility by *Listening for the Possibility*.

Most of the time, there is little or no possibility for people around us to change for the better, because our Listening is lazy. We listen By Default. We are listening out of habit.

A habit is something you do without conscious thought— like tying your sneakers. You've done it so many times in the past; you don't pay attention any more. And that's exactly what you want with an activity that's repetitive and not very interesting or important. But is that what you want in your Relationships and Partnerships with other people. . . ?

If not, then you must Design Your Listening - both for *other people* and for *yourself* as well.

How Do You Want To Be Listened To . . . ?

This is probably not something you've thought all that much about. I know I didn't until Carol McCall introduced me to the idea.

I'll share a not-so-secret with you (not-so because I frequently speak about it in my talks and seminars). When I first started in Network Marketing I had one fundamental problem – *I didn't really like people*. No kidding! And in this most personal Relationship-led of all businesses, that's a BIG problem!

I learned to like people through Listening.

When you Listen to people Openly and Creatively, something wonderful happens: You find them *fascinating*. And not so oddly, when you are fascinated by people they find you fascinating, too. Let me share another story with you. . . .

A psychiatrist was writing a book about human behavior, and as part of his research, he decided to do an experiment. He bought a first class plane ticket from New York to LA, and set for himself the task that he would only ask questions of whomever sat next to him. He would not make any statements nor volunteer any information at all – just ask questions.

Sure enough, a man sat down next to him, and for six hours the psychiatrist asked him about *everything* and told him *nothing*.

When the plane landed in Los Angeles, researchers who were working with the psychiatrist interviewed the man. Two remarkable things came out in the interview: First, the man did not know the psychiatrist's name. (Pretty good proof that the psychiatrist didn't volunteer any information about himself at all.) But the second one is *really* incredible. . . .

This man who sat next to the psychiatrist who for six hours asked him only questions, said the psychiatrist was, "*The most fascinating person he had ever met in his life!*"

We all think we are fascinating – at least we certainly *want to* think we are. And when other people are curious and interested in us, we respond very positively indeed.

Human beings naturally reciprocate with one and other. When you compliment me, I feel the need to give you a compliment in return. We like people who like us. We love people who love us. And we tend not to like people who can't stand us – true... ?

When I Listen to you as fascinating, I show you that I'm interested in your favorite subject – You! Right away, you're going to like me and feel pretty good about our Conversation. That's a Relationship. The more we talk and the more I ask you about how you think and feel and what's important to you, the more comfortable you feel with me and the more you like me. That's a Friendship – at least it's a great start.

The key is Asking Questions and Listening.

Now, let's get back to this business of how you want to be Listened to.

Each of us has a way we want other people to Listen to us. Parents and teachers for example want their kids to Listen to them with respect. Many people want to be Listened to as special. You may want to be Listened to as a Leader, as someone who makes a difference, as brilliant, as an artist, as a trusted friend.

The problem is we *keep that a secret*.

What would happen if we told the people in our lives how we want to be Listened to. . . ? What would happen if you asked those same people how they wanted you to Listen to them. . . ?

"Mary, the way I want you to Listen to me is as a Leader and a Friend."

"Chuck, what kind of person should I Listen to you as that would bring out the best in you. . . ?

I know both of these sound a bit odd, but that's just because we're not used to speaking that way. Telling the truth is sadly a rare commodity in our culture. It surprises and even shocks people.

When people ask me how I want to be Listened to, I say (matter-of-factly and with a smile), "With a respect approaching reverence." Am I aware that some people think that's arrogant? Sure. Do I care? Sure. And, it's the truth. When people Listen to me with a respect approaching reverence, they get my very best. Why would I want to be Listened to any other way...?

Asking people how they want to be Listened to, and telling them how you want to be Listened to is another way of Listening By Design.

So, how do you want to be Listened to. . . ?

To shift your Listening from Reactive Listening By Default to Creative Listening By Design, you must take your Listening out of the domain of habit. You do that with your feeling-attention, your Clarity and Awareness. Become *aware* of how you are Listening in each and every Conversation.

- Pay attention to how you Listen to people:
- Do you Listen differently to men and women?
- How do you Listen to younger people? To people older than you are?
- Do you Listen to successful people one way and differently to others?
- Do you have a certain kind of Listening for people based on their race, education, how they look, what they're wearing, where they're from, what they do for a living?

Whether your Listening will empower and serve people or not, is up to you. Moment by moment you must make the choice to Listen On Purpose and By Design.

Once you do, you will get back your God-given birthright — Creative Control of your Life.

Take It Easy

Creative Listening, Belief (as *be love*), Vision, Values, Listing, Commitment ... some or all of these skills of the Inner Game® may be new for you. If any of them are, I urge and encourage you to be good to yourself as you begin your work by *taking it easy*.

As you begin working on your Inner Game®, you'll encounter intellectual, emotional and spiritual muscles you rarely use, or even some you've never used before. And just like a person entering a weight-lifting program for the very first time (or getting back in the gym after a long lay-off), *relax ... take it easy. . . .*

If you've ever worked out, you know what I mean. You don't start off bench-pressing 350 pounds. First, you get the proper *form* down. You lift light-weights many, many times. When it starts to hurt, you STOP! Injury and even the simplest of strains can put you out of action for weeks. If you do too much, too soon, the next number of days can leave you unable to walk up a flight of stairs or even get out of bed! So take care of yourself. Go slow at first and build up your strength.

Just as your body knows what the right amount of exercise is for you, I'm certain your heart and mind and spirit are equally wise when it comes to your Inner Game®.

Before we move on to Part Two of *GET RICH SLOW*, the Outer Game of building your business, let's review the skills and tools we've covered in the Inner Game®.

• The Inner Game®

You can learn all you need to know about how to do this business in an hour and a half on a Sunday afternoon. But even if you have a handle on the entire "how to" knowledge, that alone won't make you a winner in Network Marketing. You have to master the Inner Game®.

The Inner Game® is the one played in your mind. The one where you compete with yourself, where you are challenged by your old paradigms; your past programming, the thinking that limits you, those beliefs that stop you.

In a very real sense, The Inner Game® is a contest between two players— Your False self and Your Authentic self. And I do hope this is a stupid question: Who do you want to win. . . ?

The Inner Game® is the game that must be mastered before you can succeed on purpose, consistently, with competence and confidence, for the rest of your life— and teach others to do the same.

The Inner Game® isn't the only game in town. It's just the most fun to play and it is absolutely the very best game of all *to win*.

• **Doing Things Differently**

If you don't change anything today, will you be where you want to be tomorrow... ?

You know that in order for things to change, you have to change: For things to get better, you have to get better.

The Greatest Networker's approach is different. It's 180 degrees opposite to the so-called "massive action" way of building a Network Marketing business. "Throw them up against the wall and see who sticks," and "The Curiosity Approach" are what have created so much bad feeling about our business with the general public.

You and I are doing things differently. . . .

• **Keeping It Simple**

In any and every situation you encounter, look for the simple questions and seek simple answers. The simpler you make things, the faster you will progress, the better you will perform and the easier it is to teach others what you know.

• **What's REALLY Important To You. . . ?**

You and I do only what is important to us at the moment. We make things important by choice, like choosing vanilla or chocolate.

You can always ask— in any and every situation you encounter— What's most important to me here and now. . . ? Let the thing that serves and empowers yourself and others guide what's important to you.

• **Commit To Your Success**

Remember, ". . . The moment one definitely commits oneself, then Providence moves too. . . ." When you are committed to something, you truly do have God on your side.

Committing To Your Success is *both* a declaration you make and actions you take.

• **What Does Success Mean To You. . . ?**

Success is composed of these elements: Excellence, Personal Growth and Happiness. All three are required. If one is missing, that's not real success.

Success, like Mastery, is a journey, not a destination. Trust the process.

• **Your Vision**

Everybody has a vision. Your life is the result of the Vision you have held in your mind. If you have things you don't want or you want things you don't have, you must first change Your Vision.

Your Vision is a vivid, three-dimensional, detailed, living-image of your perfect day when you have achieved the success you desire expressed as a present-tense reality. Read it every morning and every evening and you will build a powerful expectation.

Remember, we get what we expect. Your Vision is the key to Your Success.

Recall the stretched rubber band: Your Reality in one hand; Your Vision in the other.

Reality is always changing. If you hold on to Your Vision and you're willing to let go of the past, you will bring Your Vision into being.

And one more thing: Network Marketing is NOT the Vision — it's the vehicle.

• **Listing**

Before you can create an empowering Vision of Success, you must have Clarity and Awareness. You will need to know: What you have in your life that you don't want. What you want. What you are grateful for. What you acknowledge and praise yourself for. And Your Values.

If you are Committed To Your Success, you will make the Listing exercises important and do them.

• **Your Values**

Your Values are those qualities which are most important to you in your life. If someone were to take them from you, life wouldn't be worth living!

Simply stated, your Values are those *characteristics*, those *special things* you *value* most in this whole remarkable business of being.

Your Values are the building blocks of Your Vision. To be truly successful Your

Life must be a richly rewarding, ongoing and always-growing experience and expression of Your Values.

- **Belief**

Belief has two parts. The first is *be*, as in, “To be or not to be.” To exist. The second part of *belief* is *lief*, which means . . . *love*

You can't know for a fact Your Goals or Your Vision will happen— but you can have them exist and love them. That's what it means to *Believe*

Remember Napoleon Hill's famous quote:

“Whatever the mind of man can conceive and *believe* it can achieve.”

The human mind has the incredible ability to achieve any Vision or goal, and accomplish any task, when it's coupled with the power of love.

- **Your Kingpin**

Your Kingpin is lodged in your subconscious mind. It will be one of these two:

*No matter what I do, it's never **enough**.*

*No matter what I do, it's never **good enough**.*

The need to be *more* or the need to be *better* is our False self's primary motivation. It began back when you were a child, when you were looking for a way to love and be loved; to stay safe; to find a way to be as much of your authentic self as you could be. It is what *drives* us all, especially in stressful situations, facing difficult decisions, whenever “the heat's on.”

- **Driven or Led**

You are Driven by your *fears*. Your Values and Your Vision lead *you*. In any given moment, you must choose one or the other.

Leaders lead by virtue of their Vision (and Your Vision is the experience and expression of Your Values). That's what people really follow— Vision. One of your jobs as the leader of a growing Network Marketing organization is to create, communicate and hold a powerful and empowering Vision for yourself and your people.

Your fears show up when motivation is called for, whenever you need to *make a move*. The thought of being *not enough* or *not good enough* takes over. Fear of failure becomes stronger than the expectation of success. It's your False self talking.

Another way of thinking about this is that there are two sources or bases of your motivation: Fear-based or Love-based; False or Authentic self. It's a choice you have.

Once again, it's about what you choose to make important. . .

• **Listening**

Of all the things in Inner Game®, Listening is THE most important. I promise you if you learn to Listen – *really* LISTEN – you will transform your life and the lives of all of those you touch

There are two kinds of Listening: Reactive Listening and Creative Listening – and each of these opposite ways of Listening has two parts.

Reactive Listening (which although by far the most common) isn't Listening at all. It's your False self talking. It is composed of Closed Listening and Listening By Default.

Closed Listening is not open to what's being said. The other person is not truly heard. Whenever you're Listening *and* you're talking to "yourself" at the same time that's Closed Listening. You cannot truly *hear* what other people are saying. When you are comparing, judging, evaluating what someone is saying, when you're editorializing, agreeing or disagreeing, arguing, thinking about what they are saying, what they mean or what you're going to say next, you are not Listening. Your Listening is *Closed*.

Listening By Default is your programmed Listening – Listening from your past opinions of life and work and your experiences of people and events. It's not Listening by choice. It's judgmental. It's an opinion you have, yet you hold it as the Truth! It's Listening that's not *response-able*. It's just a reaction. It comes from talking to yourself as if there was a self there to talk to.

Your False Self is present whenever you're in a Conversation and there is no one else around. Whenever you hear a voice that *is not* you speaking out loud or *is not* coming from the person you are speaking with – even if it sounds just like you – it's not you. It's your False self.

Your False self is the source of your Kingpin, the "No matter what I do it's never enough. . ." or "...good enough" decision you made up as a child. It is not real. It is not the truth. It is not your thinking or your intuition, either.

Your False self cannot Listen. Your False self always does the talking. It is the voice that has opinions and interpretations of *everything* and *everyone*. It is constantly agreeing, disagreeing, mind-reading, being right, being wrong – making the other person wrong; judging, evaluating, comparing, arguing. . . .

When you are in Reactive Listening mode, there can be no Relationship, no Friendship, no Partnership and no Leadership.

Creative Listening is a much better way.

Creative Listening is 180 degrees opposite of Reactive Listening.

Creative Listening is You *being* Your Authentic self.

Creative Listening also has two parts: Open Listening and Listening By Design.

• **Open Listening**

Simply stated, Listening is like a parachute – it works only when it's *Open*. . . .

When you are Listening Openly, your False self is gone. There is only You – who and how You are *Being*.

With Open Listening, people are truly heard. Open Listening is free of judgements, opinions and interpretations . . . you hear only what is being said without giving what the speaker is saying your own meaning. It has nothing to do with mind reading. With Open Listening, you do not finish other people's sentences for them.

Open Listening is not concerned with agreeing or disagreeing . . . not attached to being right or making the other person wrong . . . not comparing, evaluating, arguing or waiting for your turn to talk.

Open Listening honors all the people in the Conversation. Through Open Listening, the truth can be revealed. Open Listening is Authentic and enables *you* to be Authentic, too.

• **Listening By Design**

You either *have your Listening*, or *your Listening has you*. (Remember Dr. Covey on the subway?)

When your Reactive Listening is engaged, you have no choice but to Listen By Default. Your Listening is Closed. What you're hearing comes through the filter of your past. What you hear comes through your False self and therefore depends on how you've been programmed from early childhood to the present, not what's actually being said right here and now.

Most of the time, there is little or no possibility for people around us to change for the better, because our Listening is lazy. We listen By Default. We are listening out of habit.

A habit is something you do without conscious thought. That's not the way you want to *Be* in your Relationships and Partnerships with other people – is it. . . ?

If not, then you must Design Your Listening – both for *other people* and for *yourself*.

• **Take It Easy**

Relax. These are new muscles you are using. Don't push yourself too hard.

I'm going to take a wild guess that you want to do everything *now*. I know you want to get rid of your False self and be Authentic all the time . . . to be a passionate Commitment to Your Success . . . to Believe as Be Love . . . to master Your Kingpin . . . to be led by Your Vision . . . to experience and express Your Values . . . to Listen Creatively and Openly and By Design....

I know all of this because you are a human being and that's what human beings do. Which is why I'm telling you: Go slow. Make one step at a time. Trust the Process. . . .

Remember, the journey is about Mastery. Mastering the Inner Game takes time. If you stick with it and practice, practice, practice you will win the game— guaranteed

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The End – for the moment

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