

# 9

## PILLARS TO SUCCESS IN NETWORK MARKETING

# 9 PILLARS TO SUCCESS

**“I NEVER LOSE... I EITHER WIN OR I LEARN.”**

**ERIC WORRE**

## **YOUR ROADMAP TO SUCCESS STARTS HERE:**

1. **Decide:** Make a Decision to engage and then do not turn back.
2. **Commit to the Skills:** You need skills to succeed. Commit to learn these skills and do not stop until you have them. Never give up.
3. **Habits:** Create good habits that you exercise every day to achieve your dream.
4. **Associations:** Create your own environment. You are the sum of the top 5 people you surround yourself with.
5. **Think Bigger:** Always work to achieve bigger things. Never feel like you have arrived.
6. **Let It Go:** Whatever is holding you back—anger, bitterness, pain, negativity—let it go.
7. **Create a Vision:** Don't just buy into your company's vision; create your own vision. What do you want from this dream? What do you want to accomplish?
8. **Game Plan:** Create a plan, strategize, and execute that plan every day.
9. **Decide to Work Your @\$ Off:** Work hard every day towards your dream and never give up.

# PILLAR 1: DECIDE

## MAKE THIS THE BEST YEAR OF YOUR LIFE.

If this is going to be the best year of your life, you cannot just sit back and think that it will just happen. Good things in life rarely ever just happen. They are strategized, they are thought through, planned, laid out and then executed.

## AMATEURS SAY:

“Amateurs say once January comes I’m gonna kill it.” Amateurs look toward a future event or time to be the catalyst to their success. After I have received this training, after I have gone to this seminar, after I have better people around me, I’m gonna crush it.

**Don’t wait to achieve your dreams.**

## PROGRESS IS PERFECTION

You don’t need to be perfect to start, but you need to start. You don’t have to have it all figured out, but you need to take action. Taking a step is better than inaction.

Successful people begin right away. They act, they don’t react. Taking that first step forward is how you achieve perfection. Once successful people say yes to their dreams, they begin. They learn by doing. They don’t try to plan everything out first. They tell the world to hold them accountable to those dreams.

## SO WHERE DO I BEGIN?

**Successful people do 3 things:**

1. They say yes to their dreams.
2. They tell the world about their dreams. They put themselves out there to hold them accountable to those dreams.
3. They figure it out.

## ENTREPRENEURS SAY, “SCREW IT. LET’S DO IT.”

Average people want to figure everything out first. Why do they do this? Because they are terrified to fail.

# PILLAR 1: DECIDE

## ARE YOU GETTING READY TO GET READY?

Are you just about ready to go to the top?

## MAKE A DECISION

Decide. Decide you are moving forward, you aren't turning back to your old way of life. You are going to burn the boats, burn the bridges and leave everything else behind. Make a decision and take the first steps in moving forward.

## HOW LONG DO YOU WANT TO PLAY SMALL?

## HOW MANY YEARS DO YOU WANT TO HANG AROUND?

## MAKE A DECISION EVEN IF IT'S GONNA BE EMBARRASSING

## ACTION STEPS:

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# PILLAR 2: COMMIT TO THE SKILLS

## IT'S DIFFICULT TO GET BETTER AND LOOK GOOD.

You might look bad from time to time, and that's OK!! You might be embarrassed from time to time, and that's OK!! There are no good or bad circumstances. There are only opportunities to learn.

## SO HOW DO YOU GET BETTER?

Increase your amount of experiences. Good and bad experiences are irrelevant. If you increase your amount of experiences, you will get better. A professional is not someone who is lucky, a professional is someone who has failed enough to know what not to do. A person is a professional because they know what works and what doesn't work because they have done it so many times, it has become a habit.

Get the activity up knowing you will make mistakes, knowing you will screw up. If you take action you will separate yourself from everyone else.

**“IT’S IN THE MOMENT OF YOUR DECISIONS  
THAT YOUR DESTINY IS SHAPED.”**

**TONY ROBBINS**

## “I NEVER LOSE... I EITHER WIN OR I LEARN.”

If you adopt this way of thinking you will never lose, you learn and you move forward. Losers stop taking risks. They stop learning. Successful people take every experience as an opportunity to learn. They don't approach the situation in fear, they embrace it as a chance to learn. They take fear out of the equation, and they learn. Either way it is a win-win. If you don't win you gain a new experience which adds to your knowledge and your learning of what not to do next time.

**IT'S TRAINING at the highest level, at the experiential.**

# PILLAR 2: COMMIT TO THE SKILLS

## MAKE A DECISION

You have to DECIDE what this decision means for you.

- Decide that you are going to be a professional.
- Decide you are going to excel to that rank.
- Decide that you are going to be a Network Marketing Professional.

You already know what that decision is, because most of you have been thinking about this for a long time. You know what you have to decide, you just have to decide and then don't look back.

Not to hope. Not to try. This is about making a decision to go forward and not look back. Start at the decision. Start by deciding what you will do.

**“ONCE YOU MAKE A DECISION IT’S PRETTY EASY.  
UNTIL YOU MAKE A DECISION IT STAYS HARD.”**

**ERIC WORRE**

## INNOVATE INSIDE YOUR CRAFT

Why are you confident in something that you do? Because you have done it so many times.

### Skills Necessary:

1. Find people to talk to & share with.
2. Improve skills every day.
3. Promoting events.
4. Take action.

Stop crossing your fingers and hoping to be lucky. Decide to be good and don't worry about luck. Make a commitment to the skills not just an awareness of them.

# PILLAR 3: HABITS

## HABITS

Come up with a baseline of daily habits that you can execute every day. Can you commit to these daily disciplines? When your “I should do that,” becomes your “I must do that,” it becomes a part of who you are. This is when your dreams will begin to take root, because now it is no longer an external thing that you are trying to engage with, it is a part of who you are. And as long as it is a part of who you are, you cannot be stopped because you will not stop.

## DON'T ALLOW DISTRACTIONS TO STEAL YOUR DREAMS

Here are some possible ideas of things to do daily (suggestions):

- Use the product or service.
- Share it with other people.
- Talk to people about their entrepreneurial dreams.
- Engage in personal development.

Do this daily and you will separate yourself from all the wannabes out there.

## PRIMARY AND SECONDARY FOCUS

Everyone has a Primary and Secondary Focus in their life.

### Primary:

- This is where you will spend your time, where your mind goes.
- It's OK to serve your employer inside that community and add value there. That's fine. But they don't have your dreams, they don't have your imagination.

### Secondary:

- This is everything else.

## HOW DO YOU MAKE YOUR DREAMS PRIMARY

Not to hope. Not to try. Engage in daily manageable little things that you can do, share, and teach. Things that you don't have to be skilled, or a superstar to do.

# PILLAR 3: HABITS

## ENGAGE IN SIMPLE HABITS DAILY FOR 1 WHOLE YEAR

What are the simple habits that you can engage in for one whole year:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## WHAT ARE YOUR HABITS?

## ACTION STEPS:

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# PILLAR 4: ASSOCIATIONS

## YOUR ASSOCIATIONS

You become the average of the 5 people you spend the most time with, and there is nothing you can do about it.

You might say “No. I’m stronger than them.” This does not work.

### YOU WILL:

- Drink what they drink
- Talk like they talk
- Live how they live
- Read what they read
- Smoke what they smoke

### THIS IS A FACT!!!

## THE MILLION DOLLAR EARNERS KNOW THIS

At some point you have to ask yourself, are your dreams more important than the negativity around you.

### ARE YOU GOING TO:

- Limit your association with negative influence
- Hold your life to a higher standard

## WHAT’S THE STANDARD?

### YOU NEED TO TELL YOUR FRIENDS:

#### If you want to be in my life there is a standard:

- Are you helping me to achieve my purpose and growth of contribution on this earth?
- Are you pushing me in the direction of what I was meant to do?
- Or are you constantly pulling me back from what I am supposed to become?

If someone is limiting you and your potential, you have to limit your association with that person. It may be the hardest decision you will ever make.

# PILLAR 4: ASSOCIATIONS

You can continue to hang out with them but you will have to accept a lower result for the rest of your life. You have to accept the average that they (your top 5 people, your circle of influence) create.

## RAISE YOUR STANDARDS

- Treat yourself with respect
- Deny toxic people
- Get around people of influence

## HOW DO YOU GET AROUND PEOPLE OF INFLUENCE?

- You have to earn it.
- Step by step.
- Be a servant to someone with more influence, more power, more experience than you.

**“DON'T EXPECT ANYBODY  
TO OFFER IT TO YOU. BE A SERVANT.”**

**ERIC WORRE**

## ACTION STEPS:

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# PILLAR 5: THINK BIGGER

## YOU'RE PLAYING SMALL

It's a Big World. Stop accepting the "Standard" of what other people are expecting you to become.

- Hey, slow down.
- Hey, take it easy.
- You're doing amazing.
- You are a big shot.

Don't believe what other people are hyping. It only limits you!!

## WHAT PERCENTAGE OF YOUR POTENTIAL ARE YOU OPERATING ON?

### WHAT WOULD IT LOOK LIKE IF...?

What would it look like if for 1 year you dedicated yourself to your business? What if you put all your creativity, all of your work ethic, all of your focus, all of your determination, all of your passion, all of your skills into seeing your business grow and succeed? What percentage of your potential are you operating on?

What would happen over the next year if you were to commit to increase this percentage?

If your whole world rewards you for what you have done, you are going to think that you are something, because you are doing more than most.

What would it take to DOUBLE YOUR CURRENT RESULTS?

Never settle for where you are. Always be setting a higher standard for yourself, a higher goal. NEVER SETTLE FOR LESS.

# PILLAR 5: THINK BIGGER

## COULD WE COME UP WITH STRATEGIES TO ACCOMPLISH YOUR GOALS?

- What are some strategies that could grow your business?
- What if everyone on your team brought one to an event or meeting?
- What if you came up with a strategy that helped every one of those people bring one more person with them?
- What if you came up with a campaign and branded the campaign?

## WHAT ARE YOUR GOALS FOR THIS YEAR?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

## HOW WILL YOU ACCOMPLISH THIS?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

# PILLAR 6: LET IT GO

## ACCOUNTABILITY

There are a lot of things to hold you accountable. You can create positive or negative reward systems. You can give yourself rewards for following through on something or come up with consequences and have friends hold you accountable if you fail to meet some kind of goal.

**“YOU HAVE TO FIND A WAY  
TO STEP INTO YOUR POTENTIAL.”**

**ERIC WORRE**

We are all really good at getting excited about something and then when we get home, we get really good at hiding.

- Hiding from our Dreams
- Hiding from our Goals
- Hiding from our Potential

### **We are amazing at justifying and rationalizing.**

- You don't understand, it was the holidays
- You don't understand, we had family issues
- You don't understand, I was sick
- You don't understand, I had to put in overtime.

### **Your to do list is what robs most people of their potential.**

If there is a task that somebody else can do that pays less an hour than you want to make, then pay someone else to do it. Then with that hour that you gained, spend that hour in front of a prospect. It is simple if you exchange menial labor on your to do lists with high income producing activities, then you will achieve your goals.

# PILLAR 6: LET IT GO

## LET IT GO

We are so good at beating ourselves up. We are so good at holding onto old hurts. We are so good at staying offended. We are so good at caring about other's opinions of us.

Understand that this was necessary for you to be where you are at this time.

## WHAT DO YOU HAVE THAT YOU NEED TO LET GO OF?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

These things may need to be let go of daily, be it a person, a doubt, a fear, LET IT GO!!!

What would happen if you replaced that pain with APPRECIATION, if you replaced that pain with PASSION, if you replaced that pain with GRATITUDE?

## ACTION STEPS:

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# PILLAR 7: VISION

## WHAT IS YOUR VISION?

What is your vision for your life? What is your vision for your business? Use your imagination to get your vision as clear as you can possibly get it.

### Here is what vision is not:

- I want to be successful.
- I want a bigger team.
- I want more people using my product.

## THESE ARE NOT VISIONS

If you want to succeed with your vision. Write it down. When you write down your vision it is all out there. It's out of your head and on paper, and now you can strategize and plan your vision. It is no longer locked up in your mind. Now you can align your vision with your ultimate objectives.

## SECRET TO BIG HIGH LEVEL SUCCESS:

- People don't join your product.
- People don't join your company.
- People don't join you.

People join your vision. Your ability to articulate your vision is crucial to your success. What is your vision, for your life, your business, your contribution, your skills, your team, your growth, for the number of customers added to your organization?

Recruiting gets easier once you know your vision because now all you have to do is tell them your vision. "Hey, let me tell you where we are going and what's the plan." Once you have a vision it is easy to create a game plan and strategy.

# PILLAR 7: VISION

## WHAT MOST PEOPLE DO

Most people only repeat the company's vision, or their upline's vision. Few people actually make that vision their own. It is crucial to growth in the long term for you to have a vision for your future and for the company.

**“THE FOUNDATION OF EVERY LEADER  
IN THE WORLD IS THAT THERE’S A BETTER WAY  
AND WE CAN GET THERE TOGETHER.”**

**ERIC WORRE**

## WHAT IS YOUR BETTER WAY? (write down your vision)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## HOW WILL YOU GET THERE TOGETHER? (write down your vision)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_





# PILLAR 8: GAME PLAN

## YOUR GAME PLAN

Your game plan is specific to you. This is simply put, what you must do to make this year the best year of your life.

The Game Plan is a little more granular, a little bit more defined.

- What's Your Recruiting Game Plan?
- What's Your Rank Advancement Game Plan?
- What's Your Duplication Game Plan?
- What's Your Event Strategy Game Plan?
- What's Your Training Game Plan?

**“MOST OF YOU KNOW EXACTLY WHAT YOU NEED TO DO,  
YOU JUST NEED TO DO WHAT YOU KNOW.”**

**ERIC WORRE**

Discipline yourself for a period of time to do what is necessary to accomplish your game plan and your vision.

## IS TIME AN ISSUE?

Time can seem like an issue. Entrepreneurs adapt and get creative, they don't let time be an issue.

## ARE YOU PART TIME?

Being part time can seem overwhelming but you can build your business in 15 minute blocks. You can take 15 minutes and make a few calls. You can take 15 minutes and share your product. You can take 15 minutes and follow up on those calls or meetings.

# PILLAR 8: GAME PLAN

If you only work 10 hours a week, that is only 40 fifteen minute blocks of time a week.

- You can decide to never eat alone at lunch and share your vision.
- You can follow up when you are in the car.
- You can turn off the radio and listen to training to feed your mind and challenge yourself to think bigger.

## DO YOU ONLY HAVE ONE DAY A WEEK?

- What if you took 3 hours and set up 6 appointments for the following week?
- What if a week later you follow up with them?
- What if you decided to do 1 presentation every 30 minutes for 14 hours on that one day a week?

**Could you do that? If so, that's 28 prospects established in 1 day.**

## ATTACK YOUR FEARS

If you are afraid of something attack it. If you are afraid of presenting, do 100 presentations. If you are afraid of calling people, make 500 phone calls.

If you're afraid of any part of the business, decide you will attack it and not let it own you.

## IT IS STILL WORK

If you do what you love, you'll never work a day of your life. Right? This is only partially true. Practice is hard, it's work but it's how you become better at something. A professional athlete has to practice, and the practice is painful, but the end result is positive enough that you endure the pain.

**“EVERY PERSON WHO HAS DONE WHAT THEY LOVE  
HAS STRUGGLED WITH PARTS OF IT.”**

**ERIC WORRE**

# PILLAR 9: WORK YOUR @\$@ OFF

## WORK HARD

Decide you are going to do what the top leaders do and a little bit more. If you want to be an entrepreneur, then fall in love with the process.

**“THE SECRET TO SUCCESS IS I DID NOT LIVE WITHIN THE EXPECTATION OF ANYONE WHO COACHED ME OR PLAYED WITH ME. I ROSE BEYOND THAT EXPECTATION.”**

**MICHAEL JORDAN**

## GROWTH AND CONTRIBUTION

Michael Jordan did what his coaches expected plus a little bit more. He decided he was going to go to a different level.

The answer is inside you. You already know the answer just do what you know.

Get an accountability partner to hold you accountable to these things that you know you need to do. Have them hold you accountable to your game plan, hold you to your vision. Find someone who will not let you settle for less.

## ACTION STEPS

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