

# A Numbers Game With An Attitude

Did you ever wonder why only just a few people are successful in Network Marketing while the majority of the people are just trading water?

It's really very simple.

- The successful IBO knows that Network Marketing is a numbers game with an attitude and the average IBO looks at Network Marketing as a way to get rich without working.
- The successful IBO works their business and the average IBO treats Network Marketing like a lottery ticket. The average IBO shows someone, hoping that they say yes. If the prospect says yes, the average IBO is excited because they hope that new IBO will make them rich; while the successful IBO knows that when the prospect says yes, that means they have to go to work to teach that new IBO the game. (The successful IBO knows that this is a teaching game, not a sales game and the average IBO thinks Network Marketing is a sales game.)
- The successful IBO is more interested in getting through the numbers while the average IBO is more interested in praying that the next one they show says yes.
- The successful IBO knows that there are 4 aces in a deck of 52 cards and just wants to turn the cards over as fast as they can, while the average IBO is always devastated when they turn a card over that is not an ace.
- The successful IBO says **“NEXT”** when they turn over a non-ace and the average IBO goes into withdraw.
- The successful IBO doesn't care what the prospect says because they know it's a numbers game and the unsuccessful IBO cares what the prospect says because they're looking for the easy way out.
- The successful IBO knows that to achieve critical mass they must be consistent and persistent in their effort until they have reached the point where the mass can sustain on its own. (Usually 3 to 12 months) And when the mass can sustain on its own, the successful IBO starts to see the fruits of their labor. (Self generating income)
- The successful IBO understands Emerson's law of compensation and validates it by adhering to the sowing and reaping principle, while the average IBO also validates Emerson's law by violating the principle of sowing and reaping. (The average IBO is not willing to work today to get paid tomorrow. The average IBO is into work and get paid – thus never creating residual income. You cannot have residual income unless your compensation for your efforts is withheld for future payment.)
- So, here are the two most important steps if you are interested in becoming successful in Network Marketing:
  - Partner up with someone who understands and practices the principles of Emerson's law of compensation.
  - Stop listening to yourself. If you listen to yourself, the advice that you'll be getting is coming from the person who has created the problem. ("We cannot solve our problems with the same level of thinking that created them" Albert Einstein) Listen to your mentor that you have partnered with.