

Success Happens!

**Let It Happen For You
In Network Marketing**

DR. TOM BARRETT

Author of the National Best Seller *Dare to Dream and Work to Win*

Success Happens!

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Dr. Tom Barrett
Business/Life Management, Inc.
1501 Black-Eyed Susan Lane
Vienna, VA 22182

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To order more copies, obtain information about quantity discounts, or to order the companion to this book, ***Dare to Dream and Work to Win***, go to www.daretodream.net

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*To Lindsay & Stephanie
(the next generation of entrepreneurs)*

You are cleared for take-off

Fly in the direction of your dreams

Love, Dad

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Introduction

John and I stood looking at the same paintings. He was excited. I was merely intrigued. He looked at the paintings with wonder. I just wondered what he saw that was so captivating. He felt awe. I felt awkward.

I still laugh when I think back to this moment. John was one of the most well-loved and prominent figures in Chicago. He had invited me into his home to get to know me and learn about my career plans. I was 21 years old, just out of college, and clueless about the paintings hanging on his family room wall: three original Norman Rockwells.

Network marketing reminds me of that day John and I looked at the Norman Rockwell paintings together. Some people look at network marketing and readily see its value, wisdom, and potential. Others look at it and wonder why participants in this industry are so excited. Like me, when I was 21 years old, they literally don't understand it. They have no idea what is in front of them.

Why is it so easy not to “see” the strategic genius of network marketing? There are various reasons, some of which have nothing to do with the industry itself. For example:

- Most people have been trained to be employees not entrepreneurs.
- Many people have been given permission to dream but have not been shown how dreams become a reality.
- Many people have been told it is okay to want the most out of life but have not been told how to obtain it.

- Most people know how to work for money, but they have no clue how network marketing can create a revenue stream of money working *for them*.

My assumption is that if you are beginning to read this book you have at least been looking at network marketing and sense there is something to it. My goal in this book is to help you see the genius and potential of this industry.

Another goal of mine, whether you are new to this industry or a veteran, is to give you insights into the mindset of successful people. This book will help you understand how they think, stay focused, and win. It will teach you listening and interactive skills that are indispensable to your success. Additionally, it will teach you things that I have never heard addressed in depth in any network marketing book: the psychology of understanding and managing fear; the hidden dignity of network marketing; and how this industry allows people to create wealth and residual income from two income streams.

For the sake of simplicity, I have chosen to use the term “network marketing” throughout this book even though the term “multi-level marketing” would have been just as appropriate. Similarly, I have selected the term “representatives” to identify participants in network marketing for a very unscientific reason (it can easily be shortened to “rep”). If you or your organization uses the term distributor or consultant, please know that I am using this term to include you as well. “Rep” is simply a less cumbersome word for both the writer and the reader.

Success Happens! is the follow-up to my book, *Dare to Dream and Work to Win*. These books are a two-part series. While you may start with this book if you choose, I suggest you begin with *Dare to Dream and Work to Win* because it provides the foundation that this book builds upon.

Either way, allow me to make one final suggestion before you begin: don't just read these books one time for some brief motivation. To get the most from them read them numerous times. New insights will inevitably come to you with each reading. Join the thousands of team leaders who have used these books as a resource and study guide for their downlines by reading, studying, and discussing each chapter.

My goal in writing is not to inspire you for a moment or two, it is to literally change your thinking and your life. It is to teach you how entrepreneurs think and work; how and why success is possible; and how to enjoy the full measure of success available to you in this extraordinary industry. Anything less would be a goal too small and unworthy of your time or mine. Remember: Success happens. Read on and let it happen for you.

– Tom Barrett, Ph.D.

CHAPTER
ONE

DREAMS:
THE ROCKET FUEL
OF SUCCESS

The flight attendant leaned forward and quietly whispered to me, “I’m looking for her.”

We were on a short one-hour flight from Bemidji, Minnesota to Minneapolis. The commuter jet only carried 31 passengers and I happened to be in the first row. When the flight attendant sat down, she was literally face-to-face and knee-to-knee with me. In a space that small, I thought I might as well have a pleasant time with this person I was looking at directly. After chatting for a few minutes, she shared her search with me.

The flight manifest indicated that one passenger was the same individual who was in the national news that week—a single 21-year-old whose life had instantaneously been irrevocably and dramatically changed. Four days



earlier, she won the entire Powerball Lottery for over 150 million dollars.

When the flight landed, I stood there at baggage claim surveying the small group of passengers trying to guess which individual had just stumbled into wealth. I would have enjoyed meeting this young woman and having the opportunity to congratulate her. I was excited for her because I love to see people win . . . even when it happens only because of luck. Curiously, I could not pick out from this small group of people the one whose life was now so different. Every young woman on the flight looked equally capable of being the winner.

In network marketing, the same thing is true—in a group of ten or 1000 people, everyone is equally capable of being a winner. This is the aspect of our business I find so fascinating. Anyone can have his or her life and financial circumstances wonderfully transformed in this 80 billion dollar per year industry. Age, education, experience, and economics do not determine who sits in the winners' circle. In the pages ahead, you will learn what does.

The lottery attracts people who want instant wealth from massive luck and no effort. By contrast, network marketing attracts people with more realism. They are some of the finest people to be found anywhere. They are often highly motivated, hardworking, open, and honest people who dare to believe that the best of life lies before them. They know it is within their grasp, and they are willing to give their finest efforts to making the success they desire their own personal experience. These people are unseen heroes in the modern-day world. They are not afraid to dream and not afraid to work. All they ask to get started is a level playing field, a fair chance, and the opportunity to get paid what they are worth in the end. Courageously, they want to take their shot at success. And this is precisely what we are all given in a home-based network marketing business.

But I find that most people, including those who come out of the finest MBA programs, have never been taught how successful people work, how entrepreneurs think, and how wealth is earned. Without this knowledge, people often get involved with network marketing, work as hard as they can with total sincerity, and see only minimal results. In the process, success becomes an elusive goal, an unsolved riddle, and a mystery.

So let's take the mystery out of success—right now. Let's make sure that your best efforts are rewarded with the best results. Beginning with this chapter, and for the remainder of this book, you will see how and why you *can* be successful in network marketing.

THE NATURE OF SUCCESS

Success is not nearly as difficult, complicated, or elusive as most people imagine—and it is far more enjoyable than they ever hoped. Indeed, the most extraordinary aspect of success is how insidiously simple it is.

Do you ever wonder what it is that successful people have, or do, that separates them from less successful people? Is it incredible luck or remarkable talent that makes them experience what others wish for but never attain? Happily, success has little to do with excessive luck or talent. Instead, successful individuals share two unique qualities. You need not be innately gifted with these qualities; each of them can be acquired, learned, and developed by anyone.

The two qualities found among successful people are:

1. They have a *dream*.
2. They stay *focused*.

At first glance, these qualities don't seem very impressive. They don't look new, novel, or profound. They have no "sex appeal." Maybe that is why people who want to be successful often overlook them. Let's look at the first quality more closely in this chapter and at the second quality in the next chapter.

SUCCESSFUL INDIVIDUALS HAVE A DREAM

Helen Keller was both deaf and blind. Many years of her life passed before she learned to communicate with others through the help of Ann Sullivan. Long after this breakthrough, Helen Keller was asked, "Is there anything worse than not having sight?" Her response was, "Oh yes, it is to have sight without vision."

I agree with her. Long before most people begin to lose their physical sight, they begin to lose their vision for life. Their ability to dream begins to diminish. Did you ever notice how little children have big dreams and older people have small dreams? Life has the tendency to curtail, rather than cultivate, our ability to dream—and the erosion of this ability is not insignificant. It results in people abandoning hope, accepting the status quo, and achieving far less than they are capable of. In the end, it diminishes the quality and the contribution of their lives.

Why are dreams so important? Because dreams are the blueprint for reality. They are the prototype of things to come. They are the mind's sneak preview of the future. And the more clearly one sees a positive future, the more confidently he or she lives in the present. Realistic dreams have the uncanny ability to engender passion and vigor. They inspire us like rocket fuel, lifting us to new heights and new worlds. This is why Walt Kallestad writes,

“Dreams can help us see the invisible, believe the incredible, and achieve the impossible.” Dreams keep the mind clear, the heart hopeful, and the will strong.

In network marketing, dreams are an indispensable part of success. People will often ask me how large the scope of their dreams needs to be. Some believe that their dreams need to be gigantic and full of global vision and impact. They attempt to have a dream that is so large, they wind up being overwhelmed by the scope of it. It paralyzes rather than propels them. Others confuse having a legitimate dream with simply being “a dreamer” (they are not even remotely related). So how big a dream do you need in order to succeed in your business? Does it have to be massive or impressive to others? No. Your dream only needs to be big enough to do four things:

- *You need a dream big enough to get you out of bed in the morning.*
- *You need a dream big enough to keep you up at night.*
- *You need a dream strong enough to get you to ignore fatigue.*
- *You need a dream strong enough to get you to push through fear.*

This is all the dream you need. Anything less is too little; anything more is a bonus.

I thoroughly enjoy being around people with dreams. They have a joy, optimism, and energy about them that is infectious. They inspire me. Hang around these special people long enough and you will discover that dreams fall into four distinct types: *practical* dreams, *fun* dreams, *memorable* dreams, and *significant* dreams.

Practical Dreams

Remember the old expression, “necessity is the mother of invention”? It is a truism. Necessity and practical need are often the catalysts for change. They create movement, stir desire, and force growth. Like a pry bar, they begin to move people who otherwise might not budge out of their circumstances. They get people “off the dime.” When people are ready to *do something* about the practical needs in their lives, they can then appreciate that network marketing is the perfect venue for turning practical needs into practical dreams. There are tens of thousands of people who have discovered that in merging their practical needs with network marketing, an entrepreneurial flame sparks in them that they never knew existed. In the process, their lives *and* finances are wonderfully transformed in countless ways.

Practical needs and dreams are like two sides of a coin—and participants in network marketing all have their own reasons for getting started and sticking with this industry. Each reason deserves to be respected and taken seriously. Here are some of the common ones people have shared with me:

COMMON PRACTICAL DREAMS

- I like my job, but I am ready for a new challenge.
- I need to get out of debt.
- I want some supplemental income.
- I want to stop living hand-to-mouth.
- I need to save some money.
- I want to begin getting ready for retirement.

- I need a new car.
- I want a new home.
- I need health insurance.
- I want to be at home more often.
- I want my spouse to not have to work.
- I want the chronic financial pressure to end.

Practical dreams are the most common reason people get involved in network marketing. They provide a perfectly legitimate starting point. In fact, it's my favorite way to see people begin—for several reasons. First, I have great respect for the impact that an extra few hundred dollars per month can have on an individual or family. Additionally, to new participants, the practical dream of earning an extra few hundred dollars per month is both *believable* and *achievable* when they begin, and very *satisfying* after it is achieved. It's then that they usually begin to realize it's *okay* to expand their beliefs, dreams, and expectations in network marketing.

Enjoy your practical dreams. Make sure you have some that are clear, tangible, important to you, and attainable. Let them be the fuel source that keeps you moving away from where you are and toward the place you want to be.

Fun Dreams

Fun dreams are just like they sound—fun! As people begin to move beyond just barely surviving financially, they begin to give themselves permission to have some fun dreams. And fun dreams are very important. They energize and uplift us. They give us something to look for-

ward to and work toward. Just thinking about the fun things we intend to do or have can change our disposition. They serve a significant positive purpose.

Usually, fun dreams require disposable income, and many people's financial margins are so tight that there is no room for the fun or frivolous things in life. (Or they do what is fun when they cannot really afford to do so. This only increases their financial debt and pressure and creates stress, not satisfaction.) Millions of people are so financially constrained that they have no serious expectation of realizing fun dreams *ever*. Month after month, they struggle to simply keep up with their seemingly ever-increasing expenses: car, rent or mortgage, utilities, clothing, school, etc. While doing this, they hope to set some money aside so that they can take a modest vacation or two during the year. Do this long enough, and it is easy to see why people abandon their fun dreams. They know they are caught in a cycle of beginning each year with the hope of getting ahead and ending each year just struggling to keep up. Let's explore why this happens.

Money is really a very simple commodity. There are only five things we can do with it:

THE FIVE WAYS THAT MONEY IS UTILIZED

1. Money can be used to pay debt.
2. Money can be used to pay taxes.
3. Money can be spent.
4. Money can be given away.
5. Money can be saved or invested.

Do you ever find yourself asking, “Where did all my money go?” Without exception, it went into one of these five categories. What happens to the income of most hardworking individuals? Look at the list above. The first two, paying debt and taxes, are nonnegotiable. They have to be paid. When combined, they take a significant percentage of most people’s income. The remaining percentage is quickly consumed in category three. It is spent on “the stuff of life,” the routine monthly expenses. For many people, the first three categories leave little room for the last two categories of giving and saving. This constant rapid dispersion of limited money results in people moving fun dreams so far down on their priority lists that they finally fall off. There simply is not enough cash flow to allow for this important category. This is why many people begin with practical dreams when they start in this business. This is all they can see!

Many people have spent so many years “just getting by” financially that truly envisioning fun dreams is far outside their worldview. Initially, they cannot comprehend having or doing things simply for fun. It is a skill they need to redevelop. Others feel “false guilt” because a fun personal dream seems too indulgent or not meaningful enough. Trust me—if you apply what is in this book, you will have sufficient revenue for all four types of dreams and be able to use your money in all five ways.

Personally, I always have a clear list of all four types of dreams. I love checking off the dreams I’ve completed and replacing them with new ones. What is my next fun dream? Without doubt it is completely frivolous. It developed while I was speaking for a network marketing group in Milwaukee, Wisconsin. While I was there, I was reminded that this city is the corporate headquarters for one of the most famous motorcycle manufacturers in the world: Harley-Davidson. I also learned that the city hosts

an annual parade of Harley owners that is unbelievably fun to be a part of. Additionally, I was informed that in the near future, the 100-year anniversary of Harley-Davidson is taking place and that there will be over one hundred thousand Harley-Davidson riders in this parade. Everyone expects it to be the “granddaddy of all parades.” Guess who will be one of them? That’s right, I am buying a Harley because I plan to be in the parade. Is this dream of major significance? No. Is it practical? No. Is it meaningful? Not really. So why will I do it? Because I can and because it will be great fun. That’s reason enough!

"A dream is the first indispensable requirement of success."

I often kid my friends that I work hard so that I can play hard. And I certainly do my share of both of these. Let’s face it—if you have time and no money, or money and no time, then you are not really free to fully enjoy life. We need both of these simultaneously. This is why I am such a strong proponent of network marketing—this industry that gives anyone a shot at achieving practical dreams and having the time and revenue to enjoy the fun ones.

So learn to dream again! Allow yourself to begin to have some fun dreams. Write them down, talk about them, and let them give you joy even prior to their achievement. It is amazing how they begin to enrich the color and im-

prove the flavor of daily life. Don't be embarrassed or feel guilty for having fun dreams. It doesn't matter how silly or frivolous they may seem to others. They are your dreams and you need to give yourself the authority to enjoy your success in your own style.

As we will see later, one of the hidden dignities of this industry is the freedom it gives people—freedom beyond time and money. It frees people from pressure, anxiety, worry, and constraint. When these are eliminated, what often emerges is a personality that has long been squelched by the vice-grip of economic stress. What is rediscovered is a person's ability to laugh, love, flex, forgive, serve, and roll with the punches in life. Network marketing frees people to be their very best selves—and that's not a small freedom.

Memorable Dreams

Do you have a wish list? Are there some truly special things you would like to do or places you would like to go in your lifetime? These are what I call memorable dreams.

Memorable dreams are similar to fun dreams but far more meaningful. They are the landmark moments or experiences of life that stand out above many others. We anticipate our memorable dreams with great expectation and remember them fondly forever. We never forget them because they are in a league of their own. They stand head and shoulders above many other rich moments in life.

In network marketing, it is very common and appropriate for people to begin to dream again, even at the level of memorable dreams. This is a natural byproduct of understanding the extraordinary efficiency, power, and profitability of network marketing. The size and scope of their dreams increase in direct proportion to their expectation of success.

Although I am a strong advocate of remembering the simple pleasures of life, I also know that it often requires money to create memories—it's a good thing that the financial rewards of success in network marketing are so significant as to make memorable dreams possible!

Friends with grown children often joke that it takes money to get quality time with their children. For example, many parents eagerly await their kids' return home from college. Although they've been anticipating the chance to see and be with the children they love, it quickly dawns on these parents that grown children are swiftly satiated in the amount of time they need with mom or dad. They want to say hello, drop off their laundry, get a quick bite to eat, and then go visit their friends—the people who are “really fun” to be with. Against this backdrop, it is a tough sell to say, “Hey, why don't you hang around here this evening. We will grill some burgers and watch a video or play some games.” An invitation like this rarely inspires a response of, “It doesn't get any better than that. Count me in! I'll call my friends right now and cancel my plans.”

The same is true of married children. They are understandably busy with their own lives. When parents call them and suggest that they drop by for the evening or come visit for a weekend, it is easy for their children to feel too busy, tired, etc. to take them up on the offer.

There are things, however, that *will* get the attention of busy kids. Call them and tell them you are going skiing for a week, or on a cruise or safari, or overseas, and that you would like them to join you at no cost to them. You will be amazed at how these terribly busy people suddenly can clear their schedules for an entire week! It takes money to make some memories. Networkers understand that success in this business allows them this: the ability to live life to the fullest, to laugh, have fun, and enjoy making memories with people they love. Believe me, it makes all the hard work in network market-

ing abundantly worthwhile in the end. And it is the power of our dreams that drives us forward while we work and wait for our expectations to become reality.

Significant Dreams

The fourth type of dream is the most satisfying and meaningful of all to me. I call these *significant* dreams. These dreams can cost the least amount of money but have the greatest impact on the lives of those we meet and care about. Do you remember the old AT&T ads that ended with, “Reach out and touch someone”? This is the essential motivation behind significant dreams. They are simply about looking for ways to touch the lives of others. I’ve found that few things are more satisfying than this, whether our impact is large or small.

One of the primary reasons I enjoy being affiliated with the industry of network marketing is because of the quality of people it attracts. I have never met another group of people with a greater penchant for significant dreams—and my professional life keeps me in regular contact with the upper echelons of the political, corporate, and Internet worlds. Ask people in this industry *why* they stay so focused and work so diligently and you will be impressed with the nobility, kindness, and care that drive them. Here are a few examples:

- The pastor of a small church whose dream is to make enough money in his home-based business to be able to serve his congregation for free. He will then take the money they pay him and hire an assistant pastor. This way, they will be able to help a greater number of people.
- The physician who is growing her business so she can continue to render free medical service to those in need.

- The countless people who work a full-time job during the day and a home-based business at night to improve the quality of life for their families.
- The couple who grew a very successful network marketing business to build a hospice that gives free care to the terminally ill.
- The dentist that developed her network marketing business so she and her husband could travel for months at a time to give free dental care to people in underdeveloped countries.

Bernie Lavery epitomized for me all that is good about this industry—he represented the new era of professionals embracing network marketing. Bernie got started in network marketing when he was in his fifties and already retired. He had a Ph.D. from Penn State in biochemistry and worked in senior management with Dupont for 30 years. He was successful and financially set for life. He had no monetary need to get in this business. Why did he? Because he understood the power of residual income and he absolutely loved helping others see the wisdom of network marketing. I golfed with him one Friday last year, had dinner with him and his wife that evening, spent the night in his home, and did a training for his network marketing organization the next day. We played, laughed, and dreamed together. He was in love with his family and with life. He never once boasted about his prior professional and financial success. Do you know what he was most proud of and talked about the most? The fact that his daughter had joined him in his network marketing business so she could stay home with her newborn baby. He was so excited for her and his grandchild! Regrettably, Bernie passed away the Wednesday after I was with him. His love for his family, this industry, and the joy of helping others will never be forgotten by those of us fortunate enough to call him

our friend. He knew what it was to have a significant dream.

THE RED HERRING IN NETWORK MARKETING

I was a total cynic when I first began to research this industry. I was sure only a complete fool would get involved with it. I was certain it was barely legal, barely credible, barely profitable, and barely worth anyone's time. However, after thorough analysis, I realized I could not have been more wrong. I was astonished to see what an ingenious business model network marketing is and how it allows customers, corporations, and participants all to benefit. It is the ultimate win-win-win.

But there is one huge problem in network marketing—a red herring. It is a deficiency that is too serious to be ignored, and it doesn't matter how good your particular company is, this problem exists in yours too. It has to be squarely faced. Both futures and fortunes hang in the balance until this lethal problem is resolved.

But before we face this problem, let me ask you some questions that will initially seem "off the wall":

- The night before Christmas, what is a parent's worst nightmare when frantically wrapping gifts at 2:00 a.m.? What words can they see on the outside of a box that will strike fear in their hearts? You guessed it: *Batteries Not Included*.
- Did you ever buy a new car, or a new "used car," from a dealership and notice that they gave it to you with the gas gauge on empty? Don't you wonder why you can pay thousands of dollars for your vehicle and they won't even pop for a full tank of gas? How cheap can you get!

- Did you ever get invited to a party and at the bottom of the invitation it said, “B.Y.O.B.”?

Each of these seemingly irrelevant and unrelated questions illustrates the red herring in network marketing. They depict the problem we must face and the void we must fill. In network marketing, the batteries are not included; the fuel tank is empty; it’s B.Y.O.B. It is singularly your responsibility to keep the batteries charged and the fuel tank full. Also, network marketing is B.Y.O.D., B.Y.O.P., and B.Y.O.R. You’re invited to the party, but:

Bring Your Own Dream

Bring Your Own Passion

Bring Your Own Reason

Nobody can supply these for you. This is why having a dream that is clear and personal is so imperative. Dreams keep us charged up. They keep us well fueled for a long life-changing journey. They give us our passion, our reason, and our relentless drive to keep going. In short, dreams give us direction and determination; focus and fuel; perseverance and perspective. Maybe this is why Steve Schulz, one of the premiere examples of success in our industry, reminds us that, “dreams make you bullet-proof.”

This is also why a dream is the first indispensable requirement of success in *any* significant endeavor. It is

the rocket fuel that propels every entrepreneur forward. The more clear, palpable, and personal your dream is, the more it will sustain you in the inevitable moments when fatigue suggests you rest, fear suggests you run, and people you know suggest you are crazy.

Allow yourself to dust off the skill of dreaming. Remember what Tom Mathews, who makes millions of dollars each year in network marketing, often says: “It is impossible to exceed your wildest dreams unless you have some wild dreams!” Let yourself have some dreams that are practical, fun, memorable, and significant. Not only will they transform your life in the future, they will enrich it in the present by infusing it with legitimate hope, joy, purpose, and direction.

When you take your dream (Success Quality #1) and combine it with staying focused (Success Quality #2), you will begin to understand why success is so insidiously simple and well within your reach. We’ll explore focus in the next chapter.

