

Becoming Business Minded

By Ernest O'Dell

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The biggest majority of people who get involved with a network marketing business (or MLM) have a lot of learning to do: and some “un-learning” as well. Most of them come into their new business with the mindset of an employee. It shouldn't be a surprise, because that's what we have been most of our working lives - and most likely - it is what generations of our ancestors have been: employees.

They find some huckster “hawking” the “latest and greatest” 'opportunity' and are taken in because they either don't know any better or they didn't learn their lesson the first few times around. They keep making the same mistakes, only with someone different.

If it sounds like I'm on a rant... well, I am.

Let me clear something up: There's absolutely nothing wrong with having the mindset of a dutiful, diligent and loyal employee. Honesty, industriousness, and determination are all good qualities. Being a dedicated, hard working employee are good qualities to have. But being a hard working employee **does not** prepare you to be an employer or a business owner.

To be successful in any business—regardless of what you've gotten yourself involved in—requires determination—not only a determination to stick to it, but also a mindset that you're going to learn how to look at the world differently.

You must start training yourself to be the boss, to develop the mindset of a business owner, and to run your own show. Although you won't have any employees when you first start out in your new business, you will have people joining you if you're recruiting, and they will be looking to you for leadership.

Let me give you some helpful hints to start your transformation from employee to employer.

Step One

First and foremost, find a mentor in your upline who has been in the business for at least 5 years. What? The company is a new start-up and hasn't been around for 5 years?

Then get out! Fast! And take your money with you before you get burnt!

If the company hasn't been around at least 5 years, then wait until they've been "successful" for at least five years. If they fall flat on their face in three years and take a quarter million hapless dupes with them, you won't be one of them.

Most new businesses can be "guaged" successful if they last five years. Over 50% of new business start-ups end up like marriages: on the rocks. If they management of the company is new, and the owners are just coming off the used car lot selling klunkers, and they're claiming to be the "CEO" of a newly created "company" —then you better worry.

Another thing to look at: Your sponsor might be just as new to the business as you are—so look for someone who has progressed in their business. If your upline is still "wet behind the ears" then what the hell do they know about running a business?

It would be preferable to have an upline who has been able to achieve a substantial monthly income: at least \$5,000 or more per month. If you find one of those rare birds called a "super affiliate" making \$50,000 a month (or more), well, that would be better. Rare, but better, nonetheless. Find one and listen to them! Do what they tell you faithfully! They've been through the "trenches" in the business and they know how to grow a business. (It's really much simpler than you think!)

If they're still "struggling" and have a trunk full of sales material, then you need to move on and find someone who is actually working the business.

You might get lucky and have someone in your upline who has joined and has experience with owning a business. They may have joined your affiliate program recently and experienced phenomenal growth: but it is rare! It is the “exception” and not “the rule”.

Someone who is a Power Affiliate could be just what you are looking for in a mentor. Once you have chosen this person and they have agreed to help you, you must then commit to following their advice.

We, as Americans, come from a largely self-sufficient culture and mindset. It can be difficult for us to follow someone: anyone. The quicker you overcome this resistance, the faster you will become successful in your business and start making big commission checks.

This does not mean that you stop thinking for yourself and asking questions! You just have to be open to the possibility that someone who is successful just might know what they're talking about and maybe—just maybe—they might be able to teach you something and help you become successful, too.

Another good way to develop a “business mindset” is to read some good books by successful people – like Donald Trump. You can find some of his books in the library or at Amazon.com.

Some of the titles from Donald Trump I highly recommend are “[How To Get Rich](#)” and “[Think Like A Billionaire](#)”. While he has made his billions in real estate investments and other ventures, these two books will give you an inside look at **the mind** and the **mindset** of wealthy people. **It is exactly this mindset that you must now acquire to be successful in your business!**

Step Two

Acquire some good motivational books, tapes, or videos about being a boss. Go to your local Barnes & Noble or get online with Amazon. Immediately start educating yourself and feeding your mind with new ideas. Network with other business owners and ask them what their favorite authors and titles are so you can choose what to start reading. Network with business people on Facebook and other social networks. Just don't let them “sell” you a bag of goods. You're only looking for advice, not another “opportunity.”

One of my all time favorites is “[Think And Grow Rich](#)” by Napoleon Hill. It's an all time classic from the early 20th century, but it gives you the inside look of the mindset of the wealthy.

Another book that will make for informative reading is “[Essential Business Tactics For The Net](#)” by Larry Chase. I know you get a lot of crap about 'tactics' this, 'strategy' that, from all sorts of people marketing all sorts of crap on the Internet, but Mr. Chase goes into the depth and detail of realistic business tactics on the net that you don't get—and you won't get—from the Internet 'gurus' and so called “experts”.

REMEMBER: *Readers Are Leaders!*

Step Three

Sometime in the near future, sit down and write up a Business and Marketing Plan. You can find free templates for Business and Marketing Plans at Microsoft's Office templates site. You can do a search from the top of their page and check out all the free templates you can use from within your Office Suite. If you don't have Microsoft's Office with Word, Excel, PowerPoint, etc., then you can get the [Open Office Suite](#) for free which will work with most—if not all—of the templates and has all the “look and feel” of Microsoft Office.

Your Business and Marketing Plans (they are two different documents, by the way) can be as long or as short as you need them to be. Downloading the templates can at least give you a head start for ideas and help you congeal your thoughts into a “focused” format.

Whatever style you choose in a layout really doesn't matter as long as it lays out your plans for no less than 5 years.

Yes, 5 years!

You have to weed out "instant gratification" from your thought process. Let chocolate or pizza fill that void. You need to think in the long term.

I know writing business and marketing plans sounds boring as the bark on a pecan tree, but you don't have to do it right away. But to be business minded, you do have to do it—sometime. The sooner, the better. Besides... it will give you a “road map” and guide you. And like any other map, you can always update it later as your business model changes.

Another “besides”: if you ever plan on going to the bank—or to an investor—for money (for your business, or whatever) —they will want to see some sort of “codified” business and/or marketing plan. Without them, you'll have a snowball's chance in hell getting a loan.

Having a business plan, and a marketing plan, will show them that you've done your homework, and that you are serious about your business. It will show them that you are “business minded” and you've moved up a notch in your mindset from employee to business owner.

I know a lot of people get depressed when they're not making tens of thousands of dollars when they first start their business. The reason they're not making any money is because they're not *focused* on their business, or they've gotten involved with some other scam on the Internet.

They get “information overload” and end up hopping around from one opportunity to the next in search of the “Big Kahuna”. They end up discouraged by all of them and they blame the opportunity and not themselves.

The fault doesn't lie with the business opportunity or the business model, but on them! If you spend too much time on the Internet looking for the proverbial “Golden Egg” then you'll buy the next pile of crap laid on you by the next goose!

If you are one of those people who have been hopping around on one foot or the other, and not making a dime, stop and examine that type of thinking. I am sure you will see that the truly wealthy did not become that way overnight (no matter what those late night infomercials tell you) and they didn't become wealthy by joining every scam and so-called “opportunity” they saw.

The amount of time and effort you put into your business will determine the amount of money you will earn from it.

Getting on the phone with your mentor and whining, pissing and moaning about the money you haven't made - when you have put all of 2 hours into your business—just won't cut it! Get off your “pity-pot” and get to work! And, while you're at it, *get over yourself!*

If that is the type of thought process you have right now, I will have to tell you with blunt honesty: you're not cut out to be a business owner. Go back to that job you just love to hate. Get with a financial consultant immediately and start a savings fund that will allow you to retire comfortably because you're just going to waste your mentor's time and yours.

Step Four

Locate an area in your home to set up an office. Don't go spending massive amounts of time and money to accomplish this. Sam Walton built his Wal Mart empire with an old piece of plywood on a couple of saw-horses in the loft of an old Ben Franklin store.

Turn off the damn television and radio. You don't have time to watch "The View" or listen to Rush Limbaugh. You've got work to do. Close the door and tell the spouse and the kids that you've gone to work and you're not to be bothered.

Get a separate connection for your Internet access: get a DSL, cable or T1 "dedicated" line. Get a separate phone line from your residential line. Answer your business phones in your business name and in a professional manner. If you don't have a business name, then go down to your county clerk's office and get it registered.

You've got to be serious about being in business, treat it like a business, ***but work it like it was a job!***

If you're obsessed with "*getting it just right,*" then you're just spinning your wheels as a way to avoid getting down to business. Get a notebook, a pen and phone access near your computer. That is all you need to get started. If it makes you happy to continue organizing, do it in your spare time. Don't take time away from building your business just to organize your office. Once you have the "basics" —then ***get to work!***

Make sure you have a fax machine, too. Occasionally you have to send or receive stuff the "old fashioned" way, and while the fax is still considered "high tech", it is considered by some to be old fashioned.

One of the tools that I use is [Faxaway](#) to send my faxes by email. I put in the recipient's fax number with the @ sign and faxaway.com in the To: line of my email, and my email is sent through Faxaway's fax servers to the fax number. It's cheap, and on average, costs me less than 6 cents a minute, and the average 1 to 3 page fax costs me anywhere from 6 to 18 cents.

(I don't make any commission by recommending [Faxaway](#). I include this resource here for YOUR benefit – not mine.)

You will still need to have a fax number to receive faxes, and if you can't afford a good fax machine, then you can sign up for a free fax number with eFax.com. *(This is another resource I'm giving you where I don't make a commission. I simply include it here for your benefit.)*

Faxaway and eFax both have excellent fax services, and eFax also offers “vanity” numbers where you can get a number in your area code (for a fee) and they also offer voice mail. You will get an email notification for each new fax that comes in and you can listen to it online if you have speakers or a set of headphones on your computer.

[TeleCenter Real Estate Pro](#) is a Unified Messaging Service that offers even more services for a business person. Not only do you get voice mail and fax with them, but they also have about 35 different services you can use with them—all for one monthly price. TeleCenter is designed for the real estate industry, but any direct marketing (or network marketing) business can use their services.

TeleCenter works as a “virtual assistant” system, helping you manage your critical communications when you are in or out of your office. An advanced telephony based solution, TeleCenter is hosted on remote computers at COA Networks in New Jersey so that you don't have to buy a bunch of equipment.

TeleCenter gives you the benefit of accessing your voice, fax, and email messages by phone. You will be able to discreetly “screen” all of your calls from anywhere in the world and then choose how to handle them. Plus, you can use your TeleCenter number to make long distance and conference calls.

TeleCenter will even let you get a toll free telephone number with your subscription. They have “800” numbers and the 866/877/888 exchanges, too. Getting one through TeleCenter will cost a \$25 set up fee, but all your incoming calls are free.

Step Five

When you finish a rough draft of your Business and Marketing Plan, now is the time to start implementing it.

If your plan is to get into two new retail locations with your product or service, then you need to put that plan into action. If you feel your “people skills” are not good enough, then see if you can get your spouse or a friend to help you. If your upline, or sponsor, lives close enough to you, then give them a call and see if they can come in and help you!

Don't worry about getting your “presentation” perfect! Like anything, you only get better with practice.

If you're working hard and doing your best with no success, then by all means, get with your mentor (or your upline) to analyze why it is not working. It could be your marketing methods, or your method of presentation. Perhaps your advertising needs to be improved.

You could also be in a “dry spell” due to the time of year: and believe me—everyone goes through these. Just make sure you look at what you need to improve and make the appropriate changes.

Step Six

Start looking at how your business affects your taxes. Keep good records and take advantage of the benefits of owning a business. If you have been an employee you may think like I did that the only way to pay taxes is to work and have the government take what they want.

I do not advocate any type of dishonesty, however, but you will be amazed at the tax benefits you can use as a business owner. Business minded people educate themselves and keep abreast of tax benefits. Consult with a good tax advisor, attorney or Certified Public Accountant.

One of the many tax breaks you can get with your business is expenses—write offs. *(Check with your accountant or seek professional help about how to set up a business in your area.)*

Step Seven

You need to be totally convinced that you can make the change in mindset from **employEE** to **employER**.

If you're the first in your family to take this step, fantastic! If you have tried and failed before, even better! No one succeeds unless they fail a few times. Business-minded people assess what happened to cause the failure or setback, and then determine how to improve in the future.

Employee minded people just give up!

Business minded people are always aware that they will need to constantly hone and fine tune what they are doing. They know it's just part of their personal and business growth. Even Donald Trump hasn't always had successful business deals.

With each learning experience you will become stronger and more knowledgeable. Approach this change as you would a challenge and celebrate with each victory. If getting one new customer was hard for you to accomplish, celebrate the fact that you persevered and succeeded. Treat yourself to an ice cream cone or something, to fill that "instant gratification" hole. Just don't go overboard and splurge more than what you made on your commission check!

Set a new goal for a bigger reward. For example, your first \$500.00 check will be celebrated by a taking your spouse out to a nice restaurant or a bouquet of roses. Or maybe you want to purchase an item for your home or office. When you are struggling to meet a goal keep focused on the next step to carry you through to achieving that goal.

When you make that first \$50 million dollars in your first year, then you can go out and buy that new Bugatti Veron! *(Just kidding!)*

Step Eight

You have to be passionate why you're in business! You have to know why you are doing this. Remember, your reason "**WHY**" has to be bigger than just making money. There is absolutely nothing wrong at all with money, but if that is your only goal, you need to explore why you have that simplistic type of goal.

If making money is the foremost thought in your mind, then stop to think about why that is the case.

Are your bills overwhelming you? Is your car on its “last leg”? Are you sick of working hard and being a good employee—making your boss rich—without reaping the benefits?

Maybe you would just like a few more dollars each month so you could have the vacation of your dreams each year? Spend some time writing down what you want and why you want it. Arrange all those things by order of importance to you and keep that list somewhere visible so you can refer to it often. It may change as your business grows and as you personally develop.

No one can predict how fast you can make this transition from employEE to employER or how quickly you will progress. Only YOU can determine that by how much effort you put into your business.

Each person has their own “learning curve”. Some may take longer than others, and some will “get it” almost overnight. The person that grows the quickest is the one that is least resistant to change.

Never measure your growth against someone else. Just like when a child measures their growth on a doorway, measure your growth against yourself. Each bit of growth brings you closer to being a mature business owner.

As you start on this path remember to enjoy it. Don't let others spoil your dreams or goals. As a matter of fact, don't even try to recruit your family and friends. Just work your business. And don't let the negative thinkers talk you out of it. *(I've been doing the same thing since 1982, and all the naysayers have probably had over a hundred different “opportunities.”)*

Stay focused, be open to new ideas, and soon you will find new recruits coming to you for training and support. When you get that first call from someone who is just starting out and you become their mentor, you will be on your way to making your dream of being a successful business owner a reality.

Last, but not least...

Sometimes you will need “Insider Information” to succeed. I recommend finding books or publications related to your industry. Find a leader in your industry and read what they have to say. Education is “key” to your success, and it's most likely tax deductible.

Subscribe to groups that specialize in your business genre. Facebook has a lot of groups, but they're not always active. Look on the discussion boards of ANY group: if the last post is over a week (or a month) old—move on. Find someone more active.

Conclusion

Stay focused! Don't go off on “tangents” looking for “new” opportunities. They aren't new. They're just the same old BS that's been rehashed for your consumption.

REMEMBER: If you get stuck in a rut, call your upline, your mentor or email them. If you can't get a hold of them, then give me a call: I'll see if I can be of assistance to you.

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