

Published based on [Caring Enough to Care](#)

Caring Enough to Care

Back in the late 80's I picked up a book that profoundly changed my life. It taught me how to model excellence, how to better communicate, and what it really means to take responsibility for your actions and results (or lack of results).

It also taught me to care. Really care. And that has made all the difference in both my personal and professional life because...

“People do not care how much you know until they know how much you care.” - John Maxwell

The book is called [*Unlimited Power*](#) by Anthony Robbins. And if you haven't STUDIED it like your life and finances depend upon it (because they do; they most certainly do) then I encourage you to go make that happen. Check the library or a used book store.

Modeling is the Pathway to Success

Two things really stood out for me. One is the idea of being able to model success. Meaning if you know of anyone producing a result you desire - you can absolutely produce the same result if you can MODEL (copy) their processes - both mental and physical.

- How, specifically, do they think about producing the result? Do they focus on it being hard or easy? Do they focus on solving problems or eliminating them? Who do they coach or mentor with, and why? What are they reading? Studying?
- What specific ACTIONS do they take to produce the result? What is the process? Can you duplicate it? When they first started, what specific actions and steps did they take. Then what?

Think about franchising. Many people succeed in franchising because they find something that works in one city and do the same thing somewhere else. I mean, if pizza sells well in Chicago... it should also sell well in Reno, NV. Right? That's the easiest way to 'success' that I know of... simply copy a proven system. Again and again.

All you have to do is take a proven system and duplicate it – and maybe even better, improve upon it. People who do this are virtually guaranteed success.

In fact, on a personal note, though I am currently the #16 top income earner in the company for my primary network marketing business - it is my intention to hit the TOP 10 in the next 6-12 months. So what I'm doing now is contacting EVERYONE who earns more than me in the company to find someone willing to mentor me and hold me accountable. I want to COPY a proven success model... not invent one.

Make sense? All you have to do is ***take a proven system and duplicate it...***

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When I stopped "selling" to earn a commission and started offer "solutions" - the commissions started flowing out of control. When I stopped spitting out a canned presentation consisting of the things I thought were exciting or important and started caring enough to ask my prospects what mattered to THEM - people started teaming up with me in droves. When I stopped being concerned about perfecting a polished presentation on stage and started, instead, to sincerely want to uplift and edify and add value to the audience - I was invited to speak far more often.

Caring enough to care means being INTERESTED versus striving to be interesting.

Success - by Ralph Waldo Emerson

To laugh often and much; to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics and endure the betrayal of false friends; to appreciate beauty, to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch or a redeemed social condition;

to know even one life has breathed easier because you have lived. This is to have succeeded.