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[caption id="attachment_371" align="alignleft" width="150" caption="MLM Leadership"]
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Ted O'Shannessy, is a leader on my Australia team. ([Meet Ted](#))

He recently asked a "mate from his past" how to put 200 people in a room. Because, some years ago, Craig used to do it regularly to promote his business with another company.

Craig spent two hours mentoring Ted and then sent him the following letter by email.

Read it. Print it. Refer back to it often.

What It Takes to Make It in Network Marketing

Dear Ted,

People often ask what it takes to be successful in Network Marketing. I have a short, simple answer:

All you got.

Fortunately it doesn't take more than all you got. But it does take all you got. In fact, Ted, I'll suggest **this business will be the hardest one you'll ever do**, period.

And I'm qualified to make that statement. I've worked in the corporate world, run distribution companies, started a retail chain, Internet marketing, information entrepreneur.

I've consulted with literally hundreds of other entrepreneurs in all kinds of businesses. And can assure you, Network Marketing is harder than all of them!

Why?

Quite a few reasons.

First, **the essence of the business is leadership development**. Not an easy thing to learn. Or teach. This takes tremendous people skills.

Because of that, **MLM requires large amounts of personal growth and self-development**. And working on yourself is tough work!

Other businesses you can get by on just skill, just talent or just money. Here you need heart. Guts. And love.

With Network Marketing, you have to go all in. You can start it part-time, you can start it with a limited commitment, you can start it not even believing it will work.

But to succeed at it, at some point you'll have to move from kindergarten to the big leagues. You'll have to go from a night or two a week, to four or five nights a week. You'll have to commit and you'll have to develop belief.

Here's why, Ted...

You can't really get anyone into our business. It doesn't work that way. You can only commit, develop that belief and become so passionate that people want to be a part of what you're doing.

MLM is like golf. The only person you compete with is yourself. The enemy isn't other companies. It's not negative prospects. And it's not government regulation, high prices, or backorders. **The real enemy is your doubts and fears.** It's what's between your ears.

Most people today doubt their beliefs and believe their doubts. You have to be different. And that means daily self-development. Keeping your dream in front of you. And making sure your dream is bigger than your fears.

Yeah, you can probably win a free cruise, get a bonus car and rake in some nice bonus checks. That would probably motivate you to go to a job every day. That would probably motivate you to do any one of those other businesses I named. But it's probably not enough to get you to do Network Marketing.

Because our business is a lot tougher than those. **Our business means contacting prospects**, driving to work with long distance lines, **and sacrificing lots of pleasures early on for the long term.** It means **really getting out of your comfort zone and growing.**

So your dream has to be even bigger. It has to include other people's dreams. **Taking your eyes off of just yourself** and looking how you can contribute in a meaningful way.

It's going to mean facing rejection and maybe ridicule. Facing your fears. Dealing with dropouts and no shows. Negative publicity, misperceptions and adversity.

We know every adversity has in it the seeds of a greater opportunity. But that opportunity is not automatic! It is there only if you **make a conscious choice not to be a victim**; a conscious choice to learn the lesson and find a new door to walk through. And remember, every room has a door.

Network Marketing is HARD. So why do it?

Because **it will be the most rewarding business you ever do** in your life. Yes it can give you those trips, car and bonus checks; it can get you free. But it also does so much more!

The confidence you develop, the skills you learn, the satisfaction you gain are priceless. **Who you have to become to be successful** in our business makes it all worth it.

And the joy that can only come from contribution!

When your new team member calls you screaming with excitement because they've sponsored their first person. The breakthroughs you witness when someone buys their first suit, makes their first presentation, or calls that prospect that scares them beyond measure. When one of your people conquers their fear in any way, it will bring you rewards you can't get anywhere else.

In our business you **reach success by helping other people reach success.** That is what gets you up at 6 am to do self-development, that is what gets you to pick up the phone, that is what keeps you awake driving home at

2 am from a meeting for a new person on your tenth level.

So yeah, it doesn't take more than you got. But it does take all you got. Just know it's worth it.

So find someone you respect and make them a promise that **you will do what it takes to win**. Ask them to hold you accountable. Then make yourself the same promise. After that, make a public declaration below in the comments. Are you up for that?

So mate, keep this and come back to it whenever the seed of doubt creeps in.

Start EVERY day with positive self-development. Don't answer your phone, answer the door, or leave the house until your consciousness is vibrating at thermonuclear level. Look in the mirror and tell yourself you are worthy.

Then go out and be amazing!

- Craig

If you could ask one question of an MLM millionaire, what would it be? Post a comment and I'll seek out an answer for you!