

Liking It is Not a Requirement

By Jerry Clark

I once spoke with a gentleman who was a 54-year old Sales Manager for a major U.S. Computer Company. He had never been in Network Marketing but was highly considering it for the first time.

He said, "Jerry, I was in London last month on a business trip. A business associate over there gave me a magazine that was published in the U.K. and I saw an article you wrote in it. I didn't know who you were but I read your article and really got a lot from it. Then I heard you on a radio show when I got back to the U.S., and I thought that was a sign that I should contact you. Over the past 25 years, at least a dozen people have approached me about Network Marketing, but I have never been able to see myself as a distributor."

I asked him what interested him about it now, and he said, "Retirement. Based on my investment portfolio and my income I know I won't be able to retire and continue to live the lifestyle that my wife and I are accustomed to. And based on my research, it appears this thing I've been avoiding all these years - Network Marketing - is our best chance to be able to set ourselves up financially within the next 6-8 years. But I just don't like doing the things that I've been hearing that I would have to do in order to make it work."

I laughed and said, "Great! Welcome to the crowd."
He was puzzled.

I told him that one of the best parts about building a Network Marketing business is the fact that you don't have to like it to do it. There was silence on the phone and I knew he was confused so I continued. I asked him how long he had been in the workforce. He said over 30 years. I then made the following statement to him: "Are you telling me that over the last 30 years you actually liked waking up in the morning to an electronic rooster ringing in your ear? Did you like rushing in the morning to get into traffic and breathe in the exhaust pipe fumes that came from other cars? Did you like working with a bunch of negative people who were constantly engaged in office politics? Did you like being told when you could take a lunch break, take a vacation, how often you could get sick, and how much money you were worth? Did you actually like telling your four children that they couldn't get the toys they wanted and deserved? Did you like telling your wife that you couldn't take the vacation that you all deserved and desired? Did you like being bossed around by someone who was less competent than you were?" I went on a tangent for at least another minute or two with this type of

questioning. I finished by saying, "I didn't like a lot of what I had to do, but I knew I wasn't going to like doing all that corporate stuff for 30 or 40 years either. So I figured if I was going to do something I didn't like, I may as well do it for a shorter period of time. That's why I chose Network Marketing.

"Today I'm a 32 year old guy who lives in a 7,000 sq. ft. home, travels the equivalent of five trips around the world each year, associates with positive, uplifting and pumped up people, and wakes up when I'm done sleeping to a beautiful view of trees and the sounds of the waterfall crashing down on my swimming pool. I figured if I was going to do something I didn't like, I may as well do it for a shorter period of time.

"So my friend, you can go ahead and spend the next 6-8 years of your life doing something you don't like and end up flat broke, or you can spend the next 6-8 years of your life doing something you don't like and set yourself up for life. Nevertheless, don't be surprised if you start to not only like Network Marketing, but also love it!
It's your life and it's your choice."

By the time the call ended, the guy was in tears. I think he got the point.

Jerry Clark became a self-made millionaire while still in his 20's. Today, through his company Club Rhino, Inc., he conducts personal and professional development seminars around the World.