

INDUSTRY | SYSTEMS | TAKING ACTION

## Knowledge without Action Leads to Self Delusion

*THE 4-STEP FORMULA THAT CREATES ACTION*

by Dale Calvert

572 words | 3 pages

---



The network marketing industry is full of people that have all the answers but no downline. They can tell you everything about every company, but when it comes to actually doing the activities necessary to build a business they can't seem to pull the trigger.

I find that fascinating.

**I have always believed that taking action starts with #1 identifying “Why” you are doing the business. Until you know “Why” the “How” doesn't matter.**

After you know why, you have to get plugged in, “engaged” into the business. When you first join a company you have to plug into *every* conference call, *every* webinar, and *every* live event you possibly can.

If you are not “Sold Yourself” then trying to communicate your opportunity to others creates too much emotional friction. I have told many consulting clients you need to quit what you are doing, or sell yourself. There are really no short cuts in the process.

Next you need to go for it for a specified period of time. 6 months, 12 months, 2 years, you decide.

**However I really mean go for it, lay it all on the line, don't stop**

**and analyze your business every other day. Simple get through the numbers, and don't get emotionally involved in the process.**

**Remember SW4:**

Some Will  
Some Won't  
So What!  
Somebody is Waiting

**When you have sold yourself, belief leads to action!**

I have always believed that it is easier to build a business fast than it is slow. When you are ready to take action, you must take massive action. Your ultimate goal is team momentum. A network marketing organization is like an airplane, the hardest part is getting it off the ground.

**The formula is simple and proven.**

#1 Identify "Why" you are building a business

#2 Sell Yourself first

#3 Make a time commitment to go for it and not look back for a certain period of time. 6 months, 12 months, 2 years, whatever.

#4 Take action with the ultimate goal of creating momentum. Successful people in this industry understand the formula to motivate themselves. They are not dependent on others to motivate them; they understand true motivation must come from within.



**Dale Calvert** started his first business from his parents home at the age of 14. For the past 25 years he has been supporting entrepreneurs and marketing professionals with some of the most powerful training programs in the industry.

MLMHelp.com is Dale's Catalog site featuring training articles, quotes and poems, MLM greeting cards, and more. This is where you can subscribe to Dale's Top Rated Ezine.

Dale Calvert is a 25 year marketing professional. A directory of Dale's websites can be found at [www.DaleCalvert.com](http://www.DaleCalvert.com). His new course will teach you 21 Ways to create leads in your local market. You can get all the details at [LocalMLMLeads.com](http://LocalMLMLeads.com)

Dale Calvert is a self-made marketing millionaire. A few years ago, he spent a year of his life proving to himself that the average person could make a \$5,000+ monthly income with Ebay and Online Auctions. He documented his systems and methods and is now teaching people worldwide how to duplicate his success. You can get more details at [Auction Cash Turbo](#).

---