

How Does the Golden Rule Apply to Network Marketing?

"Knowing is not enough, we must apply. Willing is not enough, we must do."

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About twenty years ago I sat in a seminar with several hundred people and heard Charlie "Tremendous" Jones speak. He said *"You are the same today as you'll be in five years, except two things: the books you read and the people you meet."*

That same day I went out and bought a copy of *The Magic of Thinking Big* a book by Dr David Schwartz. I read the book and started to apply what I learned. My life changed. I bought more positive motivational books and I met positive people and my life improved.

About five years ago I met George Madiou, a man with a plan. The plan was so simple that it was profound. George wanted to create a library of network marketing knowledge that could help anyone at any level become a better person and a better networker. When I first heard the idea I knew instantly it was a winner. I am proud to be a founder/contributor of the Network Marketing Magazine and I am so proud of my friend George Madiou.

I don't know where we will be in five more years but stick with us and your life will improve.

Regards,

SteveDom

How Does The Golden Rule Apply to Network Marketing?

Ever since I was a little boy, I have always been told to live my life by certain rules; Respect your elders, do unto others as you would have them do unto you, always do your best, etc.

In Luke 6:31 we read, "*Do to others as you would have them do to you.*" I am just an amateur with the Bible but I believe that the Golden Rule is best interpreted as saying: "Treat others only in ways that you want to be treated in the same situation."

So, to apply the Golden Rule to Network Marketing, you have to imagine yourself in the exact place of the other person on the receiving end of the action.

What I have experienced is that, when you live by the Golden Rule you will attract to you those people who also live by the Golden Rule. The modern age interpretation of this is called the Law of Attraction which is the subject of the popular movie, *The Secret*.

If we violate the golden rule, then we're violating the spirit of fairness and concern that lie at the heart of human morality and ethics.

Another example of the Golden Rule is the Parable of the Good Samaritan which is a New Testament story but there are similar concepts in the Old Testament. The Golden Rule is endorsed by all the great world religions, and for many centuries the idea has been influential among people of very diverse cultures.

Please don't limit the application of the Golden Rule to religious matters. Always remember that the Golden Rule applies to all of life because everyone likes to have loving families, good neighbors and friends, and

no enemies. Applying the Golden Rule will not only transform ourselves, but may also transform those around us.

To apply the Golden Rule adequately, we need to be able to imagine ourselves, in the other person's place that is the target of the action.

Do unto others as you would have them do unto you... That is a great concept to start building your network marketing business. Let me give you five actions to take which apply the Golden Rule to your business:

Action 1: Treat all the people you'd like to introduce to your product/service the same way you would like to be introduced to a new product or service. If you're like me, you don't like receiving tons of unsolicited emails, 'try my system... buy this product... my company has the best comp plan, etc.' Let's face it; everyone believes that their biz is the best. And I'll bet that just like me you have deleted dozens of these emails before reading them.

Action 2: Don't hide behind the anonymity of the internet. A lot of people try to build their business exclusively on the internet. Sooner or later you will have to have live contact with your customer and especially with your downline. That is the bad news and it's also the good news, because people do business with people they know, like and trust. So, get yourself out there, and grow your business.

Action 3: Don't just sell customers, make friends. Friends stay with you through thick and thin. Try to make friends with the people that you do business with. Take time to get to know the people you are going to do business with. This step can save you from doing business with some unsavory people.

Action 4: Be polite. When you go to a party, don't just barge in and take over the place. Plan to just see who's there and then interact with the people. If you decide to build your business on the internet – you can go into the various social networking sites and meet people. Get to know

people and make friends. Don't talk about your business as the primary topic or at least as the first topic. What you do for a living or what you are trying to promote will evolve naturally over time. Be polite and don't rush it.

Action 5: Work with your prospect's end in mind, not yours. The goal is to provide something of value to each prospect and not to push. People will buy our products/services when they get to know you. As long as this is your intention and you focus on their needs instead of yours, you will create a positive experience for both them and you.

Our purpose should always be how we can truly help those that want to be helped; to get what it is that they want. Our intention should always be making people's lives better.

I can see you nodding your head and agreeing with what I just said, but agreeing is not enough, you must take action.

Edwin Markham, an American Poet (1852-1940) advised us that although *"We have committed the Golden Rule to memory; let us now commit it to life."*

As Bruce Lee, the famous Karate Master and Actor said *"Knowing is not enough, we must apply. Willing is not enough, we must do."*



Steve Domitrecz a.k.a. SteveDom, became interested in alternative health when he turned 50, some ten years ago. Since then he has researched and experienced dozens of health modalities. When he is not writing or lecturing, he is building his organic nutritional supplements and skin care. Questions or comments: stevedom@verizon.net or (610) 866-0684
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