

**"The 7 Habits of Highly Effective  
Network Marketers"**  
**by Stephen R. Covey**  
**Monday, April 15, 2013**

- TNL – Simeon Cryer and Jeff Allen – 7:30 Pm CDT at Mannatech Corporate offices or [www.mannatechlive.com](http://www.mannatechlive.com)
- Thursday night XFM Support Call at 8 Pm CDT 800-768-2983 access code 471- 7417#
- Mannafest 2013, April 25-28  
<http://www.mannacomm.com/mannafest2013/>

1. Introduction: A common thread that appears in most network marketing conversations:

- A. My success seems to ebb and flow. How can I achieve consistent results?
- B. How do I motivate great performance from my Team?
- C. How do I get over not wanting to talk to people? I seem to face rejection all the time.
- D. There's so much to do, and there's never enough time. How do I become a highly effective network marketing professional, instead of just going in circles, wasting time, not making any impact, but hoping for the best?

2. TWO things are at the CORE of your effectiveness:

- (1) ***Following the & Habits of Highly Effective People***
- (2) ***The fundamental shift in thinking required to live by them.***
  - A. Habits are patterns of behavior composed of three overlapping components: knowledge, attitude and skill.  
These are learned habits, thus our second nature not first.
  - B. To be truly effective in networking you need a new level of thinking, based on principles of effective personal management.
    - 1) Need a character based inside/out approach...start with YOU first. The most inside part of self: character.
    - 2) Effectiveness starts with the heart...if I come from duplicity or insincerity, then in the long run I will never be successful.
    - 3) If little or no trust, no TEAM.

C. The real nucleus of the 7 Habits is **PRINCIPLE...** principles are natural laws. The KEY is to align our values, our habits, our behavior with principles.

D. Must also work on your Paradigms...mental images that you have on the way things are out there.

3. Effective networkers manage themselves first.

A. They practice the first 3 of the 7 Habits:

1) Be Proactive: they demonstrate the initiative and the resourcefulness to get things done.

2) Begin with the End in Mind: They have a clear Vision of who they want to become, and that vision drives everything they do on a daily basis.

3) Put First Things First: They execute superbly on the truly important goals. They do not allow themselves to be sidetracked by less important concerns.

B. Once they lay the foundation for themselves, their management of themselves. Then they can go on to managing their TEAMS effectively...Practice Habits 4,5 and 6 that are about Team Management:

1) Think Win-Win: Motivating the team is not a problem for them because they know how to help everyone win - new distributors, the corporate office, even retail Members.

2) Seek First to Understand, then to be Understood: They are superb listeners, caring deeply about the needs and concerns for their prospects and team members.

3) Synergize: They seek rich and varied input from their upline and downline. They actively look for new and better ways to do things all the time.

C. Finally, effective network marketers always practice Habit 7

1) Sharpen the Saw: They continuously improve themselves so they can have more, and better, influence on those around them.

4. How well do you Know the 7 Habits of Highly Effective People?

A. Habit 1: Be Proactive

1) Networking runs on proactivity. Taking initiative is a must. We work for ourselves so you really don't have an option.

2) You must learn to act not be acted upon. So how do you respond to a failed prospecting adventure? Someone who is clueless about network marketing? Do they control you? Do you choose to react to the negative, or are you proactive enough to dwell on what you CAN control.

3) Proactive networkers allow nothing to stop them...they do whatever it takes to meet their daily activities, weekly goals (maybe sign up 1 new customer, etc.). Example: Lenny p.14

4) Use your resourcefulness and Initiative.

Doesn't mean being pushy just means taking responsibility for making things happen.

Habit 5: Seek first to understand...As Anthony Robbins has said, "Let your prospect determine your presentation." ...this could be a key paradigm in your business.

5) The difference between a proactive and a reactive networker is not 25-50% difference rather a 5000+ percent difference. (see contrasting language)

6) Understanding the Circle of Influence concept...use it to motivate yourself.

#### B. Begin with the End in Mind

1) Clear Vision is critical...every activity is driven by that Vision.

2) Passion must be present for the Vision. Napoleon Hill in "Think and Grow Rich" said " There is one quality that one must possess to win, and that is definiteness of purpose, the knowledge of what one wants, and a burning desire to possess it."

3) Difference between efficiency and effectiveness: No amount of efficiency can compensate for failure in leadership. Effective leaders in network marketing focus their teams efforts on finding business builders to perpetuate their teams' growth.

4) All things are created twice...mental first and then physical. We need to be our first creators...don't let others put things in our mind. Paradigm shift. i.e. "My friends will not like me if I talk to them." This is a script you have borrowed...someone else created it first.

5) Personal Mission Statement: critical of this habit is to have a Personal Mission Statement.

It should contain Vision and Principles. Example: ***"I am Christlike in all I do, loving others as Christ loved me, caring***

*for the least of us, always growing in my understanding, and joyfully taking on this world empowering others to join me in making it a better place for all with me, as I build 12 new churches in Brazil over the next 24 months."*

C. Put First Things First

- 1) Must first develop resourcefulness and initiative, and have a Vision before you can do this Habit.
- 2) Goethe said "Things that matter most must never be at the mercy of things which matter least."
- 3) E.M. Gray, author of "The Common Denominator of Success" put it this way: The successful person has the habit of doing the things failures don't like to do. They don't like doing them either, but their dislike is subordinated to the strength of their purpose.
- 4) What are the actions you are objecting to in network marketing?
- 5) Understand the Behavior Matrix...(see attached)
- 6) The essence of effectiveness is to organize and execute around priorities. Most people think their biggest issue is lack of discipline. Wrong, their priorities have not become deeply planned in their hearts and minds (Stephen Covey's opinion).

D. Habit 4: Think Win-Win

- 1) Lies at the heart of all relationships...habit of mutual benefit. It is the habit of golden rule, habit of abundance. You can nurture competency around you.
- 2) Understand all the 6 paradigms of human interactions: Win-Lose, Lose-Lose, Lose-Win, Win, No Deal, or Win-Win. In network marketing there is NO ROOM for any interaction that results in anyone losing. Always practice WIN WIN mentality. In networking if you don't it will end in Lose Lose.
- 3) You need to be considerate as well as courageous. Your business model is critically needing to be duplicatable...so no need to feel threatened because plenty for everyone.
- 4) To motivate people to peak performance you must first find out what a Win is for them. Develop Win Win Agreements.

E. Habit 5: Seek First to Understand, Then to Be Understood

- 1) Listen to the other person...it transforms the whole relationship. You give them worth. Great networkers are superb at listening.
- 2) Empathic listening: listening to understand without the intent to reply. This is a very deep paradigm shift...don't tell anyone you have the answer. LISTEN FIRST. A true connection in network marketing can only occur when the other person feels heard.
- 3) The other half to this Habit is knowing how to be understood. This is equally important. "When you can present your own ideas clearly, specifically, visually, and most important, contextually - meaning in the context of a deep understanding of their paradigms and concerns - you significantly increase the credibility of your ideas.
- 4) This habit...lifts you to greater accuracy, greater integrity in your presentations.

#### F. Habit 6: Synergize

- 1) The highest skill...the payoff of all the other habits put together. Synergy focuses on Win-Win thinking and skills of empathic communication on the toughest challenges you have as networkers. Synergy is the essence of effective team cooperation and performance. It's unleashing of the greatest powers within people.
- 2) Synergizing means you are opening your mind and heart and expressions to new possibilities, new alternatives, and new options. It starts with seeking out different viewpoints and methods in approaching your business opportunity...not to prove them wrong, but to grow in understanding and achieve best results.
- 3) One can overcome your weaknesses by working with others who have strengths you may not have.
- 4) Trust is an essential component of synergy and is closely tied to the 6 ways of communicating.  
High trust creates  $1+1=3!$

#### G. Habit 7..the habit that makes all the rest possible: Sharpen the Saw

- 1) Most networkers are only operating at a very low level of their capability, creativity, initiative and resourcefulness. By

Sharpening the Saw, they are constantly working on improving themselves.

2) Reading books and locating "nuggets of wisdom" is one critical way to Sharpen the Saw.

3) You preserve and enhance the most important asset you have in this Habit...that is YOU!

It's renewing 4 dimensions of your nature...physical, spiritual, mental and social/emotional.

Ask the following questions:

*In the physical dimension ask, "Are your financial needs being met?"*

*In the spiritual dimension ask, "What would make your work more meaningful to you? What contribution could you make to influence others?"*

*In the mental dimension ask, "What are you really good at? Are your talents being used in your organization?"*

*And in the social/emotional dimension ask, "What about your work do you love doing? How are your relationships with others on your team?"*

If you purchase the "7 Habits of Highly Effective Network Marketing Professionals" as a Free Gift you get Stephen Covey's audio The Network Marketing Advantage absolutely free.

## **Contrasting Language**

1. "I can't go to my company's annual convention vs. I choose not to go to convention.
2. People just don't want to hear what I have to say vs. I will create an effective presentation that people will want to hear.
3. I can't think of anyone to talk to vs. I choose to find 10 new people to talk to about my business.
4. If only I had more time to prospect vs. I will make more time for prospecting.
5. I have to go to work vs. I choose to work."

	URGENT	NOT URGENT
IMPORTANT	<p style="text-align: center;">Quadrant #1 <b>"NECESSITY"</b></p> <hr/> <p style="text-align: center;">Your Key Action: <b>"MANAGE"</b></p> <hr/> <p style="text-align: center;"><b><i>Common Activities</i></b></p> <ul style="list-style-type: none"> <li>- Crises</li> <li>- Deadline-driven activities</li> <li>- Medical emergencies</li> <li>- Other "true" emergencies</li> <li>- Pressing problems.</li> <li>- Last minute preparations</li> </ul>	<p style="text-align: center;">Quadrant #2 <b>"QUALITY &amp; PERSONAL LEADERSHIP"</b></p> <hr/> <p style="text-align: center;">Your Key Action: <b>"FOCUS"</b></p> <hr/> <p style="text-align: center;"><b><i>Common Activities</i></b></p> <ul style="list-style-type: none"> <li>- Preparation and planning</li> <li>- Values clarification</li> <li>- Empowerment</li> <li>- Relationship-building</li> <li>- True recreation</li> </ul>
NOT IMPORTANT	<p style="text-align: center;">Quadrant #3 <b>"DECEPTION"</b></p> <hr/> <p style="text-align: center;">Your Key Action: <b>"USE CAUTION or AVOID"</b></p> <hr/> <p style="text-align: center;"><b><i>Common Activities</i></b></p> <ul style="list-style-type: none"> <li>- Meeting other people's priorities and expectations</li> <li>- Frequent interruptions:</li> <li>- Most emails, some calls</li> <li>- Urgency masquerading as importance</li> </ul>	<p style="text-align: center;">Quadrant #4 <b>"WASTE"</b></p> <hr/> <p style="text-align: center;">Your Key Action: <b>"AVOID"</b></p> <hr/> <p style="text-align: center;"><b><i>Common Activities</i></b></p> <ul style="list-style-type: none"> <li>- Escapist activities</li> <li>- Mindless tv-watching</li> <li>- Busywork</li> <li>- Junk mail</li> <li>- Some emails</li> <li>- Some calls</li> </ul>

Adapted from Stephen Covey's "First Things First" - Covey Leadership Center, Inc. © 2003

