

**Nine Unbreakable Laws of**  
**Network Marketing: 3 and 4**  
**Monday, July 24, 2006**

Review of the First Two Laws:

Law 1: The Law of Momentum

Law 2: The Law of Numbers

Law 3: The Law of Appreciation

1. This principle can Single Handedly Transform Your Networking Business (and Your Life!).

State of Being: You are either in a growth mode or a decay mode.  
This Law applies equally as well to your attitude.

When you are in the mindset of appreciation, your life is increasing in value, and when you are in a mindset of depreciation, your life is decreasing.

Appreciating your life=investing in your life

An attitude of appreciation always means an increase in the quality of our lives, and our business, so we all need to raise our level of appreciation.

Psychologist William James wrote, “The deepest principle in human nature is the craving to be appreciated.” Appreciation needs to be poured into your downline, your product line, your prospects and your business.

2. Depreciating your networking business will cause a downward spiral in your income and your business.

The price of the blame mode...one criticism leads to another until you can see no good. Look at associates in this trend.

People/companies make mistakes...the fact is you do to. Appreciate the efforts. Hang through the tough times.

Depreciation breeds discouragement, blame and negative thoughts.

How to recognize a Depreciation Mindset:

blaming, demeaning, complaining, criticizing

3. Here are just a few ways I can Increase my Appreciation of my Business:
  - a. Start each day with a prayer of gratitude
  - b. Each time something tough happens, look for the good in it.
  - c. Whenever you find yourself complaining or heading that way, **STOP, BECOME AWARE OF THE COST**, and reverse directions.
  - d. Send recognition and acknowledgment notes to every new director in your business, every new Team Bonus Earner, Power Bonus Earner, etc.

Law 4: The Law of Priorities:

1. The Pareto Principle: 80/20 Rule

20% of your actions will reap 80% of your results

(which means on your action list, 80% of your action will net 20% of your results).

“I will get to that important project as soon as I take care of a few details.” Is this statement controlling your life?

Book suggestion: Alan Lakein “How to Get Control of Your Time and Your Life”

2. The master networkers have learned how to focus and be skilled at practicing the 80/20 Rule. How?

Set your goals; draft your action plan and then closely evaluate these actions to determine which ones will reap you the most results.

Are you going to do this today? and every day?

10 action items: which ones leverage your time and your efforts best? Those are the 20% that will reap you the 80%.

Note: this too will only work for you 80% of the time!

Schedule your priorities. If not, they will get lost in the shuffle.

Read Lakein’s book and supply copies to your downline!