



"LEADERSHIP"

(Very much a case of "Attitude.")

... AND WHAT IT MEANS TO BUILDING A SUCCESSFUL PPL BUSINESS.

One of the most important realizations that you must come to, in our business, is that there is a distinct difference between "Leadership" and "Management." If you are seeking extraordinary success, you must become a "Leader" and set the pace. Remember that "The speed of the leader determines the speed of the pack." The difference, in our business model, from other business hierarchies, is that *Nobody Is Anyone's Boss in PPL*. It has often been said that a B.O.S.S. is just a Double S.O.B. spelled backwards. One of the main reasons that people are attracted to our business opportunity is that they are sick and tired of being "*bossed around*" or "*Managed*." You will need to become an effective leader who is capable of *inspiring* people to do things that are in *THEIR* best interest, as opposed to "telling" or "ordering" them to do things! A GREAT definition of a "Leader" is: Someone who, because they were there, influenced others to do something that they wouldn't have done, in their own best interest. We truly *are* paid in direct proportion to how much we help others to reach *THEIR* goals and dreams! As Zig Ziglar says, "If you help enough people get what *THEY* want, you'll automatically get what *YOU* want!" What a wonderful way to "Make a Living While Making a Difference," paraphrasing what is inscribed on the Pre-Paid Legal Ring.

Understanding the above information, will empower you to, more accurately, identify those who are on your prospect list, or already part of your downline organization, who exhibit the Attitude, Characteristics and Qualities necessary to become one of your future leaders. Concentrate your support and investment of time on these people, and your future will be very secure!

Some warning signals to watch for:

Attitude is Everything!! Do you know anyone who has an uncanny ability to always *SEE* the downside? Perhaps your boss; Maybe another associate; Or even, possibly *YOU*? Do you see the "Beauty" of the rainbow, or are you consumed by the "Streaks" on the window? *Who* do you think of when you hear the word, "complainer?" A good question to ponder is, "What part of *STAY POSITIVE* don't you understand?" There are two types of people who can brighten a room; One brightens it by *ENTERING*, the other by *LEAVING*. In order to become an effective LEADER, you must avoid, at any cost, being the "Dark Cloud!" Always embrace the opportunities rather than focusing on obstacles. What you focus on, ALWAYS expands. Focus on what you want MORE of! Choose to capitalize on what *IS* working, rather than to regurgitate what *ISN'T*. Become a *GOOD* -finder rather than a *FAULT* -finder. There has never been a statue erected for a critic! It is not the function of a LEADER to showcase where people *cannot* go, but to lead people out of the shadows and into the light by showing them where they *cango*.

Here's the BOTTOM LINE LEADERS must get rid of their "Stinkin' Thinkin'!"

Once you have purged your mind of ALL NEGATIVES and refused to consider anything other than *THE POSSIBILITIES*, your chances of becoming a successful leader and a *people magnet* will expand immensely!

The most compelling trait of a leader is that they are GREAT FOLLOWERS. They are, almost always, students of results. By that, we mean that they find someone who has created the result that they are seeking, find out what they did to succeed, then MODEL that same behaviour. It stands to reason then, that true leaders will be attracted to you, only if you have chosen to find a tried and proven method, you've applied that method, and you have the desirable results to show for it. Before you have achieved that level of success, you may team up with someone who has, and show your future leaders that there is strong leadership in your support team. This is the true essence of Network Marketing. That is why it is often said that "You are in business *for* yourself but not *by* yourself!" Anyone who does not leverage them self by introducing their "already interested" prospects

and new associates to their knowledgeable, already successful upline is severely diminishing their whole team's likelihood of great success.

Becoming "System Dependent," and utilizing your support team, will create a strong foundation on which you may earn while you learn, and, in the process, provide strong leadership for your team as it forms and matures.

ATTITUDE & LEADERSHIP are subjects that we will revisit often in future Canadian Connections features.