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10 TIPS FOR SUCCESS

in Our Business

Since I'm constantly being asked what the secret of my success is, in this article I've compiled 10 tips that have led me to success again and again during the last 16 years. If you've discovered additional tips for yourself, then you should also continue to use these – because in the final analysis success beats any other argument.

I'll limit myself here to a few tips where I believe that you'll have already done a lot of work if you've really internalized them. That means that you'll then automatically achieve successes. So let's now get down to work.



TIP NO. 1

THE DECISION

Everything hinges on whether we have the courage to reach a new decision for our lives. Nobody who wants to start in network marketing can avoid considering in advance what consequences this decision could have. This also involves thinking about what you're prepared to give up in order to create the possibility of succeeding. You can't expect to continue doing everything you've been doing up to now (hobbies, wasting time, pursuing all kinds of fun) AND simultaneously to build up a new successful business. That just won't work. So when YOU have reached the decision to build up a business in network marketing, you have to decide for YOURSELF whether you're prepared to give up private pleasures, sometimes for quite a long time. For my successes during the last 16 years I've ALWAYS paid an appropriate price. During the development phase I had much less vacation time than many others, less free time, no weekends etc. However, the result was worth this for me because I was able to achieve much more than other people in conventional jobs.

TIPS NOS. 2 & 3

LINK VISION & REALITY

If you've reached a decision and you'd like to start in network marketing, then you ought to take the time to define your vision. Concretely that means: What do you want to achieve in your new field – and, above all, why?

The vision should be more than just: "I'd like to earn more money because that's brilliant." Without doubt it's brilliant to have more money available, but money can only motivate you to a certain extent – however, it'll never ignite your deepest motivation. You require a vision that's worth fighting for in order to get through the hard times, too. A vision it's worth sacrificing free time for and sometimes having less time for your family. Your vision must be so strong that it'll give you enough energy to enable you to see your personal sacrifices as being reasonable.

With my first company my vision was to become the youngest woman to succeed in reaching the highest position in the whole of Europe – and this with an American multi-billion-dollar company that had already been active in the market for

20 years. Naturally, I also wanted to earn the money involved, but that came more or less automatically. But more important for me in those days was the position I was aspiring to and the comforts involved. At that time all the people in the higher positions were exclusively older couples or older men and women. Not one of them was under 30. I started off at the age of 23 and realized my vision when I was 27.

With my second company women were very sparse in leadership positions and weren't represented at all in the Top 10 worldwide. Either they kept themselves well "hidden" or there simply weren't any women represented in the higher positions. Here my vision was to make a difference for women – so they could open their mouths and dare to express an opinion without immediately being labeled as a "women's libber." Certainly this wasn't an easy challenge in a company which had also been active in the market for almost 20 years and had established itself. But here too I succeeded in breaking the records of the past 20 years and being the first woman to get into the Top 10 worldwide.

Certainly it wasn't easy, but my vision was to show that it's possible and the women can also assert themselves. I had once more realized my vision and in the process earned good money. But the money wasn't my main motive. Alone that wouldn't have given me the strength to get through all the difficult moments that I had to overcome. Create your vision, something you dream of, something that will feel great when you've achieved it (in your imagination to start with).

As soon as you've defined your vision, you have to plan the intermediate steps and match these with point 3, reality or feasibility. I've met people who became very indignant when I told them that their intentions weren't realistic judging by their capabilities.

I wouldn't like to take away your belief in yourself, I'd prefer to strengthen it. For this, however, you need a realistic picture of your current situation and your goals.

If you want to achieve a high position in 6 months, then it's extremely important to check where you are now! How much time do you have available? It makes a difference whether you're building up your business on a full-time or a part-time basis or whether you have 2, 5 or 10 hours available a day.

How do you make contacts? How much money do you have available to find new contacts using promotional activities? How long does it take until successes are achieved in this way? Which sensible intermediate steps would be important in order to check whether you're on the right track?

TIP NO. 4

CONTINUITY

No matter what goal you set yourself, what is important is your continuity. Not every goal is achieved immediately, nor does every plan work straightaway. It may be that you have to make many attempts over a longer period of time before the desired success becomes tangible. Promotional activities can also fail. Here it's very important to be and to remain realistic in order to continue beating your promotional drum.

TIP NO. 5

LONG-TERM PERSPECTIVE

Set yourself long-term goals. As mentioned above: Not every campaign brings the desired success. Therefore don't give up immediately when obstacles crop up – instead view them as additional experience. You also develop yourself further through your failures.

TIP NO. 6

ATTITUDE

You'll already often have heard or read how important your own attitude is. If you only see your failures and concentrate on what you have NOT succeeded in doing or achieving in your life, then it'll be extremely difficult for you to believe in the success of your new business. Review closely how you perceive yourself. How others see you doesn't play any role here. What's important is your own image of yourself. If this has tended to be destructive, then repair it.

TIP NO. 7

AUTHENTICITY

In network marketing people often say: "Don't reinvent the wheel. Do what has stood the test of time." Copy what successful people have already done. They've taken the right path and achieved successes. But with everything you copy and do you have to take care that you remain yourself. Be authentic – with all your strengths and weaknesses, things that every single

one of us has. This doesn't mean that you shouldn't continue to grow and try out new things. It merely means that you should always check whether in your new attempts you can remain authentic or whether you're distorting yourself. This is something that the people around you will recognize, and your team will also see it and they won't follow you anymore. Therefore be what you really are.

TIP NO. 8

TOLERANCE

You'll have to deal with very many different characters and personalities. The bigger your team becomes, the more egos and individual traits you'll get to know. Some people you'll understand right away, others you won't understand at all and yet other relationships will only develop in the course of time. It's a great advantage to develop the greatest possible tolerance from the word go. The more your tolerance develops, the better you'll be able to interact with the various people.

TIPS NOS. 9 & 10

GRATITUDE & HUMILITY

No matter what you achieve, no matter how high you climb or how much money you earn, don't forget that at any stage things can change again. If you remain conscious of this fact, it'll save you from falling victim to arrogance and taking everything you've achieved for granted. If, however, you don't forget to be continually grateful for your successes, you'll automatically develop a certain humility. These characteristics are something you seldom come across, particularly at work. You yourself have to decide how you want to see yourself in the mirror because the way you live will also mold your results.

For your future steps I wish you lots of success and the strength to enable you to implement them bit by bit. For further free and objective tips take a look at my website.

*Yours,
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