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How millions of people are networking online
and earning a fortune with eNetworking



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A Creative Block...

For this column I was anything but creatively inspired. I had no idea what to write about. Then a vague idea came to me. However, the result that came from this is very different. This surely can't be the case, as nothing happens in my life. On the contrary. Sometimes so much happens that I simply don't know what I should take from it and I think I can't possibly write about it.

It is for this reason I have my friends around me, who encourage me to write about what's going through my head. If it were only left up to me, I often wouldn't write anything. The thoughts that I might possibly be wrong would be greater than the possibility that somebody may actually have a use for them.

There's not much of a difference compared to what I experience "out there". There is a lot going on in many people's lives and not everything is pleasant. For a few people it currently looks like they are riding on a wave of luck. They should and are also allowed to enjoy this.

However, in general, a type of numbness, dissatisfaction, mild depression, anxiety and frustration is to be noticed. This can also be seen in MLM, but even more so out there in normal life. However, many networkers are also currently dissatisfied. Some were made a lot of promises, many of which weren't kept. Many things that worked well previously are now on shaky ground. A large amount of people feel letdown. They trusted over and over again and were letdown time and time again. I appreciate the fact that everything is going great for me at the moment, but I also understand the others, for whom this currently isn't the case.

It would be great to have a company where everything ran smoothly. No intrigue, no lies, no empty promises – and a payout unlike anything the MLM world has ever seen. Where you can actually reach "financial freedom." An amazingly positive marketing and branding combined with a fantastic product, a first-class corporate team, which senior management actually promote and recognize. A strong authentic spirit that is a mix between American enthusiasm, German down-to-earthness

and Swiss quality. Somewhere an ethic exists, one that isn't just talked about but also lived. I know: Many dream of this from your emails.

What can you do if the reality is different? No company can do this 100%. And it will probably take a while before the consciousness of man is so far developed to allow something like this be possible. That is something that will be in conformity with future zeitgeist.

But what can we do until then? What is the current zeitgeist? Is it pulling a fast one on somebody? Promising them too much and not keeping these promises? Hardly, otherwise so many people wouldn't be going through a "creative block." A creative block can also affect your business. If you, no matter how hard you try, just can't make progress as usual. Some of your initial motivation has been lost. Some of your confidence is diminished. How can you get yourself back out of a situation like this? I also went through phases like this with my own business, previously. I encounter it today with writing. It can happen to anyone. Unless he neither has eyes to see, nor a conscience, nor a heart. In such situations good advice is expensive.

It helps me to have a few people around me, people I can completely trust. I talk to them about what disappoints and frustrates me. I think a lot about if there was anything I could have done differently. I try to be as honest as possible with myself.

It is important to not be blinded. There are people and companies who 'dazzling' people until they have them. Then when you're in, perhaps you realize it was a mistake. But it's too late, the step has already been taken. It is now not so easy



to change. All you can do is try to make the best of it. In the future, if you ever have to make a decision, it's better to be a touch too critical than a touch too trustful. Don't be blinded by dazzling statements and promises. The more they try and show you the trueness of their company, the more critical you ought to be.

I have met people who I have really trusted and who have lied to me constantly over a short period of time – however I wanted to be convinced of their truthfulness. Thank God I quickly realized it. How could you ever want to trust this person again? It's impossible. Unless you are so desperate that you go along with everything. Don't let it come to this. Have enough self respect to not be taken advantage of.

Assume as a basic principle and constantly ask yourself the following question: What if only half of what somebody has told or promised me is true? Could you still live with this? What if it were only a third? This is what I do when I have a very important decision to make. If I can't live with it, I decide against it. However, I have previously not always done this; otherwise many decisions would have turned out somewhat different. One of the reasons of the widespread dissatisfaction around today – also within our own ranks in MLM – rests on the fact that a lot of lying and cheating is going on. How will it not at some stage boomerang back? A boomerang where

many top executives will be in doubt. They won't be listened to. However, even those in the middle levels will wonder if that is really what they wanted when they started out. How can you stay motivated and inspired like this? How can you continue to work and have time for everyone? If you can no longer be sure that your own company will be able to pay out commissions on time? If you are perhaps just not certain if a company is in it for the long haul or just in it to make a quick buck and will only be around for a few years? Where they perhaps only want to make the founder and a few others rich? That is not to say that there aren't good companies – they are just a lot rarer than we would like!

How will you know, with either a young or an older company, for certain that what you build up won't be in vain and you will be left with nothing? If the industry – or the economy in general – is critically examined, what guarantees still remain today? How can you get out of such a phase? Is there even a way out? I am really grateful to have never been in such a situation before. However, I know people who have been or currently find themselves confronted with this very unpleasant situation. Therefore, it is important to not get yourself involved with dazzlement and promises. Be three times more critical before you believe something too much. And don't let yourself be told rubbish like "think negatively and you will attract it." Be highly critical and examine something one time too many,

rather than one time too few. Your life is at stake! Check: Who are the people you want to work with? Where do they come from? What success have they to show? All this will later reflect in one way or another how a company is run. Hence, it therefore has an impact on you!

I am personally convinced that it needs a new consciousness. This is needed, not only in MLM, but in all areas of our life. No promises, but realistic opportunities. It may well be that I sometimes put up with less than I'm used to, but I know what I can rely on. Perhaps today it's no longer about earning more and more money. Those would be interested in more money are those who have never earned much or those who know nothing else than being a little greedy and that is also ok.

Maybe... just maybe... it about something more. Another awareness of "what" and "how" we can do it. No propagated ethics, but a living ethic and authenticity. We can rarely influence the companies in which we work; we also can't always win over every upline or top executive. However, what we can do, as best we can, is to start with ourselves in your own team. Where perhaps we refuse to partake in unethical behavior.

And by not supporting this any further. Be true to ourselves. This is a lifelong mission, but one that will, in any case, stand to you. Besides if you are unconditionally true than every cloud will have a silver lining. Perhaps it will take some time, but this silver lining will most definitely come. It's not about forcing something. It's not about persuading others to be different than they currently are. That is a thankless task where you will always lose out and lose a lot of energy. It's all about staying true to your own innermost ethics and doing your homework thoroughly. Then life will work for you once more!

Bye for now... yours,

Dany

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P.S. Book tip: "Bewusstsein als neue Währung" by Brandon Bays & Kevin Billett