

Recipe For Success

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If you will follow these simple, effective, and time-tested techniques, you will be able to easily go from the bottom 5% of the distributors in your Company, to the top 5% of the distributors in your Company, in five years—or less! Because your business is really only about understanding, and then mastering two things... 1) The Business Side of the Business and 2) The YOU Side of the Business! Let's consider The Business Side of the Business first...

The Business Side of the Business

a) The Company's Responsibility: The Company is going to do what the Company is going to do... Explain.

b) The Distributor's Responsibility: To Keep The Main Thing The Main Thing. And what is The Main Thing? Simply this: How many times *today* will your Company's story be told by you, by one of your distributors, by a 3rd party tool, or by an event? Learn to track that, and you can build a financial wall around your family nothing can get through!

The YOU Side of the Business

If awareness is the beginning of change—and it is—you first need to understand the main reason for being actively engaged in your own personal development program. Because *you attract who you are!* Personal development is something you must do by yourself—and yet you can't do it alone! Your goal is to use personal development to go from the bottom 5% of the distributors in your Company, to the top 5% of the distributors in your Company, in five years—or less! So how are you going to do this?

Go to work on the fundamentals:

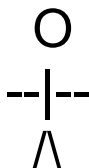
- * Prospecting
- * Presentation
- * Duplication
- * Leadership

Go to work on your life skills:

- * Career
- * Family
- * Financial
- * Health
- * Recreation
- * Spiritual
- * Social/Cultural

How The Mind Works

The Stick Man



Conscious Mind
Subconscious Mind
Body

Captain
Crew
Ship

Functions of the *Conscious Mind*: think, reason, ponder, wonder, question, doubt, etc.
Functions of the *Subconscious Mind*: to do whatever it is told by the Conscious Mind.
Functions of the *Body*: to carry out the actions of the Conscious/Subconscious Mind.

Translation: as Captain, whatever you decide (Conscious Mind) is sent to the Crew (Subconscious Mind) where your request—right or wrong—is carried out by the Body (Ship).
Philosophy → Attitude → Actions → Results → Lifestyle. nexera.com/think

T.O.M.A = “Top of Mind Awareness” → created by “Spaced Repetition”

Therefore to change your Lifestyle, you must FIRST go to work on your Philosophy...
Because when you think about what you know, you tend to believe what you think! "As a man [thinketh](#) within himself, so is he." "We become what we [think](#) about all day long."

The Recipe – Your Personal Development Plan

1) Read 30 Minutes Every Day!

Change your thinking... Become the person you want to attract!

a) Read inside your industry. Recommended reading list at nexera.com "[The Masters](#)."
Examples: [The Fifth Principle](#), How to Build a Multi-Level Money Machine, Future Choice, Being The Best You Can Be in MLM, Raising a Giant, Seven Prospecting Secrets (get your FREE copy of Seven Prospecting Secrets here: nexera.com/7ps).

b) Read outside your industry. Recommended reading list at nexera.com "[Your Library](#)."
Examples: How to Win Friends and Influence People, Think and Grow Rich, As A Man Thinketh, The Magic of Believing, The Power of Your Subconscious Mind, How to be a Gentleman, Atlas Shrugged, The Richest Man In Babylon, Psycho-Cybernetics, etc.

2) Listen 30 Minutes Every Day!

Change your thinking... Reinforce the benefits with spaced repetition!

Listen inside your industry. Recommended listening list at nexera.com "[Success Store](#)."
Examples: 28 Days To Your New Future, Mastering The Fundamentals, The Secret To Developing Leaders, Thinking Your Way To Success, Your Prospecting Toolbox, The Simple Art of Duplication, and As A Man Thinketh.

Listen outside your industry. Recommended listening list at nexera.com "[The Masters](#)."
Examples: [Jim Rohn](#), [Brian Tracy](#), Suze Orman, [Randy Gage](#), Anthony Robbins, etc.

3) Take Four Classes A Year!

Two inside your company/industry. Quarterly, semi-annual, and annual events.

Two outside your company/industry. Toastmasters, Dale Carnegie, live seminars, etc.

The Test – Discretionary Spending Vs. Personal Development

So how much money per month should you be investing in your own personal growth and development program? To find out, take this simple four-question test:

1) What am I paying for cable/satellite TV per month? \$ _____

2) What am I paying for my cell phone per month? \$ _____

3) What am I paying for my entertainment per month? \$ _____

My monthly total for TV + cell phone + entertainment: \$ _____

4) What am I investing in books, CDs, and classes? \$ _____

Personal Development (circle one) Credit? or Deficit? \$ _____

Reality check: If you are spending more money to watch TV, talk on your cell phone, or grab yet another latté (or beverage of choice) than you are on your own personal growth and development—and your life is NOT working out the way you intended—investing a bit (or a lot) more money (and time) in this area would be more than a great idea....

Let's Review

1) Keep The Main Thing The Main Thing!

2) Work on becoming the person you want to attract!

Go to work on the fundamentals:

- * Prospecting
- * Presentation
- * Duplication
- * Leadership

Go to work on your life skills:

- * Career
- * Family
- * Financial
- * Health
- * Recreation
- * Spiritual
- * Social/Cultural

Read 30 minutes every day! Inside your industry: nexera.com "[The Masters](#)." Outside your industry: nexera.com "[Your Library](#)."

Listen 30 minutes every day! Inside your industry: nexera.com "[Success Store](#)." Outside your industry: nexera.com "[The Masters](#)."

Take Four Classes A Year! Two inside your Company/industry. Two outside your Company/industry.

Develop Your Personal Development Budget!

Your TV bill + your cell phone bill + your entertainment: \$ _____

Vs.

Your monthly personal development budget: \$ _____

=

Personal Development (circle one) Credit? or Deficit? \$ _____

Your Next Step...

Ask yourself: "Between prospecting, presentation, duplication, and leadership, where do I want to invest some time getting better this month?"

- ✓ Do I have plenty of people to talk to?
- ✓ Am I enrolling my fair share?
- ✓ Do those I sponsor actually do anything?
- ✓ Are those I sponsor willing to follow my lead?

Pick one area monthly. Then go get a book, acquire an audio program, or take a class that will help you improve in that area... Apply what you learn, and repeat this same exercise the following month...and then the following month...and then the following month after that....

It's true! If you will keep the main thing the main thing, and go to work on your own personal growth and development program, you too can go from the bottom 5% of the distributors in your Company, to the top 5% of the distributors in your Company, in five years—or less!

All the best,

MSC

P.S. Now that you have the recipe, pick up the ingredients for success: [Total Success Pack](http://nexera.com/tsp) nexera.com/tsp.



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Get started on your own personal development plan—visit nexera.com today!