



## *Leadership Buzz with David Feinstein*

### **So, Do You Really Want to Become a Network Marketing Leader?**

Do you know what the biggest asset there is to become extremely successful in Network Marketing? Do you know what trait that the most successful and heaviest hitters have that you probably don't?

Well I'll tell you right here. It's being a true leader. Being someone who can build a huge following of raving fans who are dying to work with you, and feel that you truly can lead them to success.

***So the question then is; are you a leader or a follower?***



Why would I ask that question?

Well there are actually two important reasons why.

First I would like to get you to ask that question of yourself. It's an important question you know? It could mean the difference between success and failure in a lot of areas of your life believe it or not.

Even if you weren't a network marketer (which hopefully you are)... then it could mean whether or not you excel at work, how effective you are as a parent, how well you do out in the dating world, and even how much influence you have in your group of friends.

It's the difference in whether or not people look up to you, or back to you to make sure you're still there. It could even mean the difference between life and death in a survival situation.

But learning the skills to become a great leader definitely means the difference between whether or not you're a heavy hitter in MLM or just another number in someone else's downline.

More importantly, rather than just asking yourself if you're a leader or follower, I would like you to think about ways that you're a leader. Or think about the ways that you're a follower, and then think of ways where next time you can turn that around and fall more into the leadership role.

Why do I ask you to take it that one step further and think about specific ways? It's because if you do that then you're going to be more honest with yourself. You see, in life we tend to lie to ourselves – about ourselves sometimes...so as not to bruise our ego's I suppose...and when we think in terms of specifics, it gives your mind very little room to appease itself.

If you've decided that your leadership skills can use a bit of work, then you would be doing yourself the greatest favor of your life to study and learn how to be the leader that you know that you should be!

**The other reason that you want to make sure that you're a leader** is because it's much easier to find a mentor that will lead you to success if you are, believe it or not.

Now you would think that you need to find a mentor to show you how to become a better leader right? This is true, and you *should* seek out mentors for that stage of the game even if it means studying other leaders and modeling their behavior.

But the fact is that once you have leadership skills then a whole new world of opportunity opens up to you, and that means that people who wouldn't normally work with you will. You see there are many people in this world, myself included, who really don't have the time to drag people through the race, much less the finish line.

I will take the time to push you, coach you, and prod you along the way, but I would expect that by the time we were three quarters of the way through the race, that you would take it upon yourself to finish the job.

These are the people that my wife Ann and I work with solely. And these are the people who very often go on to make thousands their first month out of the gate, because they have the confidence in their leadership skills to go out and do what we tell them.

They're not hiding behind their computer screens hoping for the miracle of easy and fast money, or trying to make thousands off of their "funded proposals" rather than their network marketing business.

**If you're a leader**, if you fall into that category, then you're the type of person that we want to work with. And we're the type of [Leaders](#) that can mentor you to where you want to be...

I hope that you'll assess your leadership skills and go on to do the great things with those skills that you clearly deserve. If you're ready to become a [Leader](#) then we'll show you exactly how!

***Remember, if you're ship doesn't come in....then swim out to meet it!***