

“Lifepath Unlimited 5 Secrets to Success”

It's quite interesting how naive I was when I first started with Lifepath Unlimited. I thought that every single person I sign up and help will succeed with their Lifepath Unlimited business. Well I quickly found out I was wrong. I have learnt that there were 5 main reasons people either excelled or failed in their Lifepath Unlimited business. I have put this e-book together to let you in on these 5 secrets to help you succeed.

SECRET ONE: You Need To Understand The Stages Of A Network Marketer

There are stages you will experience along your Lifepath Unlimited journey. If you understand these stages and know it is normal to go through these stage you are more likely to succeed.

- Stage One: “I Can Change The World” <http://www.youtube.com/watch?v=A6vPbWxGysl>
 - Stage Two: “ Getting Knowledge” <http://www.youtube.com/watch?v=kkWo9rIWofM>
 - Stage Three: “ Massive Action” <http://www.youtube.com/watch?v=gpryC5tjWOo>
- This is a true business and if you are someone that doesn't think they will be able to go from stage 1 to stage 2, do yourself a favor and stay in your current job.

SECRET TWO: You Need To Be Efficient At Time Management

The way you manage your time will impact on your success. Every single day you spend your time completing tasks that are either income time and busy time.

What Is Income Time?

This is all the tasks that you do to receive income. Now these tasks are marketing and sales. It is the time you spend on getting your marketing ready, implementing your marketing, talking to potential business partners. These should be your priority.

What Is Busy Time:

Are all the other tasks that need to be done but don't actually bring in money, so this is meetings, training, paper work and education. Now most people spend most of their time on these and this is one reason they fail.

I suggest that you spend 90% of your time on completing Income Time tasks and the remainder of your time will be spent of busy time tasks. Keep a diary for a week and look at how you are spending your time. Work out the percentages, also include the time it takes to do the housework, lawn care, everything.

Now you may be wondering how you are meant to complete all those Busy Time task. The secret is leverage. These are tasks that you can get other people to do for you. For example if you were to get a house keeper you can spend the time you normally spend of cleaning on marketing and sales. In regards to training new members work on creating systems or finding systems that will do the majority of the training for your new members for you. I have created systems to do the training for all the members that join my team. That way the time I spend on mentoring isn't about explaining how to do things, it is quality mentoring that will really make a difference.

If you want to know more about how to run a successful business and time management I recommend the book “How To Be Rich Working 2 Days A Week” by Brendan Nichols.

SECRET THREE: You Need To Develop An Entrepreneur Mindset

This is the single-most important thing you can ever do for yourself and your business. I can also guarantee to you that if you were to ask any top income earner how they got there, their #1 answer would be that they simply made the decision to start having success.

Your thoughts, your mindset, these things are going to shape your future in every area of your life especially on your journey as an entrepreneur. Are your thoughts predominantly of success or of failure? Are you a leader in your own mind or are you timid and worried about what others are thinking of you?

You MUST become a leader in your mind before you start to see any results as a business owner. You must visualise, you must have a roadmap for the goals you are looking to achieve, and you must journal every single day about your thoughts and your progress so you can see where you're headed.

If something is wrong in your life or in your business, I want you to know that you 100% have the power to change it. You are in control. Every single second of every single day you should acknowledge that power and feed positive thoughts into your mind that will get you to your end result. Thoughts that will make you become a powerful leader.

Now, Lifepath Unlimited's products can help you work on this but the trick is you still need to know what to work on. I also suggest you read some books on business mindset which will give you further ideas on some of the attributes you need to aspire to achieve.

SECRET FOUR: You Need To Use Effective Marketing

The old way of marketing of buying leads, cold calling, handing out business cards, holding meetings and getting family and friends on board and promoting just your company replicated website is over. Did you know that the majority of network marketers are still doing this. The new and more effective way to market is online and using Attraction Marketing.

What Is Attraction Marketing?

Mike Dillard was the first to write about Attraction Marketing. It's a *style of marketing* that refers to each of us “attracting” like-minded people back to us through the messages we broadcast through our marketing—in this case using the internet as our vehicle.

Attraction marketing is based on the law of attraction, but this does not mean you've got to subscribe to the beliefs that go with that. That's part of why I like and use the term “Authentic Marketing” more often now. This just ‘feels’ so much more true to the practice.

Be yourself, develop yourself, and you'll find yourself in different circles...working with high caliber business people.

Simply put: who YOU are and the messages you deliver onto the internet will interest people who are like-minded and have common goals. Your business becomes incredibly powerful when you invest in your own development, through training, mentorship, and personal development.

It's a simple equation. When you have more to offer you will naturally recruit higher level business people. You'll also have done yourself a favor. You will experience a more powerful and enjoyable personal life.

So to wrap up authentic marketing it is when offer a free report in exchange for their contact details. Then once you have connected with them you then can mention your Lifepath Business on the back end. The majority of people that fail in network marketing are those that promote their business opportunity right from the get go.

How To Market Your Attraction Marketing Website?

I suggest you use the tactics that only a small majority of network marketers are using. Some of these strategies include:

- # Strategy 1: MySpace Marketing
- # Strategy 2: ListBuilders
- # Strategy 3: Ezine / Solo Ads
- # Strategy 4: DirectMatches
- # Strategy 5: Free Classifieds
- # Strategy 6: Forum Marketing
- # Strategy 7: Video Marketing
- # Strategy 8: Content / Article Marketing
- # Strategy 9: PayPerClick

If you want to know more about these go to my site <http://www.internetmarketingmadezy.com>

You must be a student and soak up as much knowledge as possible on the subject of direct marketing. Seek it out, soak it up, absorb it, learn it and use it...The one that does this the best is the one that makes the most money.

The best thing you can do is become a master marketer NOW! Do whatever it takes...read all the courses you can find, study the best marketers out there, commit yourself to becoming a power marketer over the next 30 days and make it happen. You should be self-generating at least 100 targeted leads/week for your business by your 4th month, period.

It will take a lot of persistence and diligence on your part, but if it was easy everyone would make 7-figures in this industry. If you find the right people, the right tools, the right training to learn from and you actually do the work, then it is entirely possible to become a master marketer.

This is critical...you must find a group of successful people who are willing to show you exactly what they've done and how (this is where I come in). You will want to make sure that there is someone in place to train you every step of the way. **I have a system that teaches my team how to market their attraction marketing websites. I also have a system that easily creates their Attraction Marketing Website.**

SECRET FIVE: You Need To Educate Yourself

I was talking to a successful business coach the other day and he said “ The best investment is one in yourself.” Don't do it the hard way by yourself, learn from those that are where you want to be. The quickest way to become successful is to find other people that are having success and tap into their resources. If you are not successful yet then you need to spend money to learn how others have achieved their results.

Now for a Lifepath Unlimited business I suggest you invest in Lifepath's products: this will help you with your mindset, you should also invest in products that will help you further with your marketing and running a successful business. There is always more to learn and the more you learn the more you have to offer your team and help them succeed. Those that don't see the importance of self education are more likely to fail.

You are now one step closer to running a successful Lifepath Unlimited business.

Give me a CALL on **0427421914** and we can discuss a few things that also help you succeed that I only let people in on, that give me a call.

Christy Snape

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