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The Partners (Business)



er for s) Life

Everybody who's active in network marketing knows the problem – just as conventional business people do, too. I can still remember exactly my father's remarks: "It's getting harder and harder to find good workers." As a restaurateur my father always laid the greatest value on the friendliness and speed of his staff. With him the customer was accustomed to being more than just the king. At that time I learned one thing: There are people you always have to tell what to do next and there are others who find the work on their own. However, the latter are rather rare and as a result they're in great demand.





In recent days I've had several inquiries that fall into this category. Some networkers have the problem that they seem to be collaborating with the wrong people. Here the question arises: Why is this the case or how would it be possible to change this? Where do you find the right partners and which of them are the right ones in the first place? Is there something like the perfect business partner at all?

There's no such thing as the perfect business partner. However, there are certain patterns that I've been able to discover in networkers who achieve long-term success. Of course, there are exceptions now and again but as a rule there are characteristics that distinguish a successful person.

Many networkers believe that people who receive a low income and are perhaps in debt will find enough motivation to be successful in the networking business. I can still remember my first steps in MLM more than 15 years ago. At that time the philosophy of many partners was: The more debts people have, the more they are prepared to do. A fallacy! Somebody who hasn't achieved anything in their previous career will also have difficulties with it in future. Or put another way: There will be a reason why somebody is on the road to success and somebody else isn't. In truth what is decisive for a networker is the people around the new networker, true to the motto: Show me your 5 best friends and I'll tell you who you are.

Here the law of the "average of the 5 best friends" applies. Outlined in brief, this means: You are the average of your 5 best friends. Your best friends earn more or less the same as you, they have the same interests as you and they live more or less the same way as you.

Much more interesting, therefore, is the group of people who have already achieved something in their lives. I'm talking here of people who have a proper job and receive an above-average income. People who have both feet on the ground, people who have a family. These people have the advantage that they already bring with them a certain basic morality that is important in business. Somebody who already works 10 hours a day knows what it means to do a bit more. Above all, however, such a person will also know people who also have both feet firmly on the ground and are responsible-minded. So the law of the "average of your 5 best friends" applies.

People who have above average earnings will, nevertheless, still have goals. People with children would like to know that the future of their offspring is secure. A person who already works 10 hours or more would, above all, like to have more time. These people are perfectly aware that you first have to sow in order to reap at a later time. These people have already achieved something in life and have already, consciously or unconsciously, used certain general rules in building up their livelihoods.

But the question is posed: Where do I find these people? Each of us reproduces in our own manner. So if up to now I haven't been a person who's had such people around me, then I should start working on my branding straightaway. So I must become more attractive for this new target group.

Every single one of us is always a product of our surroundings – whether we want to be or not. So we ought perhaps to consider changing our surroundings in order to get into business with the right people.

Here I don't mean that your friends are bad or that you should seek out new friends. It's merely a question of surrounding yourself with the right people if you'd like to bring the right business partners into your team. You simply need the right team in order to be able to realize your dreams.

It's like in football: To win the Champions League you'll have to sign up the best players in the world. With a team of amateurs, you know, you'll never get there, instead you'll always just spend your Saturday afternoons eating hot dogs with your beer at the local football pitch.

When you change your surroundings, it's therefore important to increase your attractiveness. Better players also want to play with a better team. As the coach or captain it's now up

to you to recruit these better players to your team.

Imagine you had the chance to work for a month at the side of Richard Branson, the founder of Virgin. The only condition: You wouldn't get a cent for it. Would you accept the challenge? Probably!

I know people who'd pay a great deal of money for such an opportunity. Would the people in your team be interested in working for you for a period for free? Do you bring them the corresponding added value?

I'd like to encourage you to work on yourself. Because one thing is clear: If you're a Richard Branson in your field, then people will stand in line to work together with you. They'll be prepared to pay money into your bank account just to spend an hour with you.

Whether you will become successful doesn't depend on the partners you have. It depends on you and your person and on you bringing the right people into your team.

I wish you every success in increasing your attractiveness and I look forward to getting to know you personally sometime at an event or other occasion.

***Yours,
David***



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About David El Dib

Born in Vienna in 1976, David El Dib grew up in sheltered surroundings. His mother was a teacher and his father was a businessman, so David learned from a very early age to think in a businesslike manner. During his childhood the family had to keep a close eye on their finances since the monthly income was just about sufficient to get by. Already during his commercial training at the Vienna Business School, David recognized that on the conventional job market he wouldn't find the opportunities he envisaged. Therefore already at the age of 21 he made himself self-employed.

Subsequently, he worked as an investment banker for a renowned international investment company and advised large corporations and wealthy clients on questions regarding investments. His economic understanding and his interest in his fellow human beings already made him a sought after discussion partner at an early age.

In recent years David El Dib has conducted seminars as a keynote speaker in front of tens of thousands of people in Europe, the USA, South America and Asia. In particular he coaches business people and top leaders in the fields of personal branding and customer orientation.