



A Business For Everyone

The Art of Building a Business

The Way Network Marketing Was Meant To Be!

1917 Antonia Place • Lady Lake, FL 32159

502-371-0812 Fax • LonLindsey@Gmail.com

The Cost of Hope

By

Lon Lindsey

We've heard the phrase, "Hope Springs Eternal." This simply means that as long as we have hope, we have a reason to do what we do. Hope is always there for us, and it is up to us to latch onto it. For some people, hope gives them a mission and a purpose in life. It gives them a reason to get up daily. We all need some form of hope as that often motivates us to do what we choose to do.

There is a cost connected to hope. Just look at the millions of dollars that is spent daily on lottery play. Some will say, "You can't win if you don't play." It's the hope of winning the big one that motivates lottery players to play. Even when they lose, they have that hope that the next one will be a winner, plus they look forward daily to "that next draw" which their hope is wrapped around.



This article isn't about playing the lottery, but about the hope of building a business and a business income. Whether it is just a few hundred dollars monthly or thousands of dollars monthly, it is the hope of such that can drive us to making that happen. Obviously, we consider and get involved in a business opportunity based on the hope of what it can do for us. Certainly we need that motivation, but at what cost?

Unrealistic Hope?

Some people get involved in business/income opportunities based on an unrealistic hope. It's almost like they have a lottery mentality when they say, "yes, I want to do this business/program." Perhaps they just don't know or maybe they are simply hopeful, but any kind of business requires more than hope to create that lucrative income these type busi-

nesses boast. Hope is an excellent reason to get started, but what people should be saying is "yes, I want to WORK this business/program."

You see, the difference between "playing" the lottery and "working" a business is you have no control over what numbers come up in a lottery, but you do have some control over things you can do to build a business income.

That isn't to say there is not some luck involved when building a business, for there is, but based on some important success factors, building a business income has definite possibilities. Unrealistic hope is present when a person uses the phrase, "All I have to do . . ." in their business-building approach. Successfully building a business income is based on doing multiple things over a period of time and staying focused. Definitely, hope will help drive one to continue, but hope alone won't build an income.



Realistic Hope?

Because "America is the land of opportunity" hope can be a realistic fuel that drives people to earning thousands and thousands of dollars monthly via a home-based business. While hope is the reason to do something, certain motivators are the reasons to put hope into action. Although we see "money" as the big motivator, it's what the money can do for us that gives us reason to move past hope and take our desires to the next level – Action! Instead of "load, aim and fire," it's "hope, choose and act."



Realistic hope is your knowing you really can do something by your willingness to turn hope into ac-

tion, thus creating a desired outcome. Many business-building opportunities offer just that — the opportunity to take what they provide and leverage it into a lucrative monthly income.

The Cost of Hope

So, at what point is the cost of hope too expensive? You see, some people want to accomplish too much in too little time based on their available budget. They want to build that multi-thousand dollar monthly income based on a penny budget.



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You've heard the phrase "I've got champagne tastes on a beer budget."

Also, you've heard, "It takes money to make money."

There is a cost to building any business income. In fact, even multi-thousand dollar income earners spent more than they made when they started out in their first business. That is the nature of any new business. So the question becomes, "At what cost can I 'not' make money, yet continue to build my business?"

This is where hope drives us because there are three levels of a business income and our goal is to reach that third level.

Level 1 – I spend more than I make, which is not paying for my time and expenses! I'm not getting paid what I'm worth!

Level 2 – I am earning some income and able to cover my expenses and even making some profits! I'm earning about what I'm worth!

Level 3 – I am earning huge amounts of money without having to work so hard at it! I'm earning more than I'm worth!

We all want the third level first, but everyone has to go through the first two levels to get to the third. You see, if we didn't have to do that, it would simply be a lottery – something we have no control over.

The difference is, some people have a larger expendable marketing budget. They still have to go through the first two levels, but the difference may be "time." It may not take them quite as long to get to the third level. On the other hand, even people who have smaller budgets can create a lucrative income. It just takes longer for them but the third level goal is still within reach.

It all boils down to your being realistic and doing what you can do over time. You've heard:

Some people hope things happen!

Some people make things happen!

Some people just wonder what happened!

When it comes to building a business income, hope can get you started, but only when you can put hope into action over time will anything happen. For those who want to earn more than they are worth, it requires focus over time, and even a little good luck helps. My dad always told me, "Son, you create your own good luck."

My P-Word Formula pretty much says it all:

Profits = Persistence Plus Patience

The good news is, "network marketing" provides a way to reach Level 3 in such a way that anyone can do it over time with the right focus. Because of the snowballing effect of a network marketing approach to a business, it is possible to leverage a little money into huge sums of earnings.

Even Donald Trump says "If I had to do it all over again, I would get involved in a network marketing business." Donald knows the power of leveraging oneself through others!

Lon Lindsey

Publisher

MasterNetworker

