

It's Just Like Riding a Bicycle

What's the best way to learn—and teach—what it takes to build your business...?

Many people in our business do not get it and are not being it—network marketing and a network marketer. Well heck, nobody taught you what to think and feel and do—did they...? Were you taught to BE a network marketer like you were taught to ride a bike...?

John Milton Fogg

Okay. Here's what you do:

1. Go get a bicycle— yes I'm serious, go and get a bicycle.

Great. Now, I want you to pretend that you are from Mars (and for the others of you—and you know who you are!—pretend you are from Venus). There are no bicycles on those planets. So, imagine that you have never seen a bicycle before...

Pretty weird contraption isn't it?

What do you suppose it's for. Go ahead, pick it up. Look at it. Turn it around, over. If you sit it down on the ground on its handle-bars and seat, and then step across it you could probably sit right in that V shaped place. Yeah, that round thing with all the teeth is pretty uncomfortable. NO! Don't move those peddles—that would really hurt!

My Friends, that bicycle is a complete mystery to someone who's never seen one before. And sure, given enough time and a truly playful, curious attitude, a Martian might get around to sitting on it and even, eventually, make it go somewhere. (Assuming Martians have two arms and legs, hands and feet and a butt. ;-)

That bicycle is just like network marketing.

People (perhaps even you and absolutely 99.979 percent of your NEW people) do not have a clue about what mlm network marketing is and how to "ride" it. And until they do...

You get the idea.

Now, when I talk bicycle here... think network marketing. And when I talk network marketing... think bicycle.

Okay, my Martian (or Venusian) Friend, I'm gonna' teach you how to ride a bicycle. Ready?

Cool.

**Here's a book about bicycles
—read this.**

**Here's a DVD about bicycles
—watch this.**

**Here's an Mp3 audio—listen up.
Here's a web site—(Uh oh...).**

(Are you having a "Duh"-like thought yet...?)

Come to a Saturday Training. The best bicycle rider (in the company) will be there and he'll show you how to ride and give you some tips and techniques on riding, and maintaining your bicycle, and the differences between mountain bikes and road racers, x-treme bikes and... and... and...

Again, you get the idea.

Now, you now know all about bicycles—true? I mean you've read lots about the design of the bicycle, it's evolution an' all, and the physics of riding, too. The different parts of the bike and

what they each do and how they work together. You've got a brain full of things to do and not to do when riding....

And you've seen other people riding up and down mountains and watched Lance Armstrong cross the finish line at the Tour d'Altoona, and seen someone on one of those antique bikes with the huge six-front front wheel... so you know beyond a shadow of a doubt riding a bicycle IS possible. (If they all can do it, I can do it, too... right?) And you even got to ride on the cross bar with the "best bicycle rider" in the company as he rode around giving people rides in the hotel parking lot at that Training.

And YOU still don't really GET what it's like to BE a bicycle rider...!

All that knowledge doesn't do it. Even that experience doesn't cut it. Sure, you've got some ideas about bikes and riding, but you ain't no bicycle rider—not yet...

Now, think network marketing again....

So, how did YOU learn to ride a bike?

Probably started with a tricycle. Learned how to steer those handle bars... how to peddle and make it go—and STOP, gotta' learn that part fast—right? You probably banged into things, fell off, went out of control down a hill, but if you're reading this I know you survived.

And then, that first two-wheeler. Actually four wheels; two were "training" wheels. The principles were pretty much the same. Oh but this puppy was bigger, and faster—much faster.

Then one day, those two little red wheels on the back came off. Aw right!

Were you scared? Somewhere between excited and frightened...?

This is So Cool!

Oh BTW, did you do this bike thing alone...? (I know some of you did, but very, very few.)

No, you didn't. Your older brother or sister or Mom or Dad or whoever was right there beside you showed you how to lean the sucker over a bit so you could hoist your leg across to the other side.... How to position that right peddle at about one o'clock so you could stand up on it while you pushed the bike forward and straightened it up-right conquering inertia and going forward.

And they held on to your bike so you wouldn't fall.

And they ran along beside you and kept holding on to the seat.

And all the while they were doing this, what were they saying to you?

"Fall you little creep! Crash and die! You suck... you'll never be able to do this...."

Nope. They were your biggest cheerleaders. "You can do it! That's right! That's great! You're doin' it—you're terrific!"

And then... that moment... the person running alongside LET GO... and YOU RODE your BIKE!

I'll bet each one of you can remember that feeling right now—that moment when you GOT IT!

When balance, strength, direction, timing, equipment, arms, legs, eyes, brain, judgement, FEELING... it all came together. You GOT It! You were BEING a Bicycle Rider!

Now, think network marketing again.

Do you GET IT...?

Do you GET network marketing just the same way you GOT IT when you first rode a bike...?

Are you BEING a network marketer now...?

I know for a fact that many of you do not get it and are not being it.

Well heck, nobody taught you what to think and feel and do—did they...?

Were you taught to BE a network marketer like you were taught to ride a bike...? Not most of us.

Are you teaching your people to ride the bicycle of network marketing...?

You cannot teach what you do not know how to do.

What there is to do is to LEARN what it takes to BE a network marketer.

What there is to do is for you to GET IT. Get the distinction. "Grok" it. BE a network marketer.

(And remember what Uncle Tom said, "Most people do network marketing everyday, they just don't get paid for it." So a great clue to BEing a network marketer is for you to "Get paid for it!")

And then teach others what to have, do and be... what you already KNOW how to Have, Do and Be, so they can do the same. So, how do you do that...?

The same way you learned to ride a bicycle—exactly the same way.



John Milton Fogg is an author, editor and speaker. His books and audios have sold over three million copies worldwide.

He is the founder and former Editor-in-Chief of the highly regarded publication Upline®... was a Contributing Editor to SUCCESS magazine... the founder and former Editor-in-Chief of Network Marketing Lifestyles magazine... founding editor of Networking Times... the

founder of Greatest Networker.com... co-founder of The Network Marketing Magazine.com and the creator of Speaking and Listening.com, Belief Busters.com and The MasterMind Sessions.com.

John is the author of the million-selling industry classic *The Greatest Networker in the World*, and he has edited and contributed to far too many books to be mentioned here. His latest book is, *It's time... for Network Marketing. The most remarkable form of free enterprise ever created*. In December of 2006, after 20 years of self-imposed "retirement," John became a network marketer again and is actively building an organization.

He has spoken around the globe, through out Canada and the United States, in Australia, China, Costa Rica, Crete, Iceland, India, Indonesia, Korea, Malaysia, New Zealand, Russia, Singapore, Trinidad and the Ukraine.

John is 59 years old, married to Jekaterina (Katyusha), has a daughter Rachel 25, son Johnny 21, daughter Eleonora Milena (Ele) who's 5 years old and Anias Polina (his "last child") was born in March, 2006.