

VIDEO #9 Transcript

>> Margie Aliprandi <<

Eric Worre: Hey everybody, this is Eric Worre. Welcome to Network Marketing Pro.com and I'm here with Margie Aliprandi.

Margie Aliprandi: Indeed.

Eric Worre: Margie, how are you?

Margie Aliprandi: Hi, good to be here.

Eric Worre: This woman is a powerhouse. She's \$1 million a year earner. She's been with one company her whole life.

Margie Aliprandi: Well, not my whole life.

Eric Worre: Well, practically.

Margie Aliprandi: My whole network marketing life.

Eric Worre: Yes. Your whole network marketing life and she looks really, really young, but she's actually been around this profession for a long time and talk to everybody. Margie, where do you live now?

Margie Aliprandi: San Diego and Salt Lake City.

Eric Worre: San Diego and Salt Lake City. So you kind of get to live wherever you feel like.

Margie Aliprandi: Yeah.

Eric Worre: Yeah. All right, so Salt Lake City for business probably?

Margie Aliprandi: Yup. Back and forth.

Eric Worre: And San Diego-

Margie Aliprandi: A lot of business travel.

Eric Worre: A lot of business travel. Prior to network marketing. What was your story?

Margie Aliprandi: Junior high school music teacher.

Eric Worre: Really?

Margie Aliprandi: Yes, junior high school.

Eric Worre: So it was those really bad bands?

Margie Aliprandi: No, not no. No. Singing.

Eric Worre: When they did the little orchestra?

Margie Aliprandi: Singing. Really bad tone deaf kids.

Eric Worre: Really bad tone deaf kids.

Margie Aliprandi: Yeah.

Eric Worre: Junior high choir?

Margie Aliprandi: Choir and general music and one English class.

Eric Worre: Wow. So you taught people general music.

Margie Aliprandi: Music in general. And also singing.

Eric Worre: Can you sing

Margie Aliprandi: I can sing.

Eric Worre: Really?

Margie Aliprandi: Yeah.

Eric Worre: Oh man.

Margie Aliprandi: Unprovoked. Even without a glass of wine.

Eric Worre: We might have to do a song. So you did this for how long?

Margie Aliprandi: Well, I taught school for a year and then got married, started having a family, stayed home with the family. And then when I found myself single, I was just weighing my options. I did not want to go back to teaching school. My kids were five, four and two. I didn't want to leave them at home.

Eric Worre: Three kids and then you split.

Margie Aliprandi: Three kids and, yeah a hiatus. I was doing during that time a little bit of commercials, a little bit of voice work. And so it was intermittent income. Nothing consistent. Wouldn't pay a house payment consistently.

Eric Worre: Right. So when did you get introduced to network marketing?

Margie Aliprandi: It was right at that crossroads. I had just signed a teaching contract knowing I needed to go back and do something to be consistent.

Eric Worre: Give me a year.

Margie Aliprandi: Oh, the year. 1989.

Eric Worre: '89.

Margie Aliprandi: 1989.

Eric Worre: So I got involved in 1988 so same era.

Margie Aliprandi: Same genre.

Eric Worre: Wow. You look better than I do.

Margie Aliprandi: No, you look good. you look really good.

Eric Worre: So 1989.

Margie Aliprandi: 1989.

Eric Worre: You get introduced. And what was the pitch? What did

somebody say to you? Now we don't talk about company names exactly, but what sparked your interest?

Margie Aliprandi: It was a voice message on my answering machine actually to the guy I was dating at the time saying we've got this really incredible product and wonder if you want to take a look. And he was about to delete it, but they'd said what that product was and I'm like, "Don't delete that. Don't delete that." So we started conversations. It ended up being a product that we took to a company and it was the product I fell in love with that I like. I knew I could talk to anyone anywhere, anytime about that product. And I canceled the teaching contract.

Eric Worre: So you canceled teaching and you decided that you're going to go. Now that did you go like full time from day one?

Margie Aliprandi: Berserk. From day one.

Eric Worre: Berserk?

Margie Aliprandi: Yeah. Full out. Full out. Yeah. Well yeah, both, because you know, I know you talk about, you know, sometimes you're driven by desperation, sometimes you're driven by inspiration. My back was against the wall, but that can't push me. I was driven by inspiration. Like I fully believed that every home in America was going to own this little product and that me and my team were going to sell it and we were like going to create multimillionaires all over the place.

Eric Worre: So you saw, you saw a big vision right away.

Margie Aliprandi: The vision. Vision.

Eric Worre: Why do you think some people don't see a huge vision like that right away? It takes them a while. Other people see it right away. Have you ever looked at that?

Margie Aliprandi: Yeah, yeah. I think it's sometimes at, and honestly I could really, in terms of money, I could really only see I want to make my house payment. You know, like I could, I could see that far and then it's like whoa. And then the money started coming. But the vision of what was possible was what got me. And I think sometimes people don't make a connection between a sense of possibility and the business vehicle. When they do that creates an engine that is just unstoppable.

Eric Worre: Okay. So talk about that first year. You know, your first 90 days. What happens?

Margie Aliprandi: Well, three little kids, no previous experience, no money. Right? But the good thing I had going for me is that I made that whatever it takes decision. Just undaunted. And so what it meant if I had, I lived in Utah at the time, if I had team members in California that said come to a meeting with us, I would just jump in my car and drive, no big deal. And then when I got there, I couldn't really afford hotels. So I would sleep in hotel parking lots.

Eric Worre: You did. You slept in your car.

Margie Aliprandi: Yes, I did. Because in the beginning and then in the morning I would go to a gas station with my electric curlers and put my makeup on, get dressed, and then going to these meetings. And sometimes, you know, seven people, I've been promised 50, one joins. You know the numbers, right?

Eric Worre: I do, I do. So you're going to talk to whoever you can.

Margie Aliprandi: Oh yes. This product was kind of one that you could strike up a conversation with anyone anywhere very easily.

Eric Worre: A lot of network products fit that description. Yes, yes.

Margie Aliprandi: Yes. For sure. Yup. Yup.

Eric Worre: So in your first 90 days, like how many people did you recruit? Any idea? Do you remember?

Margie Aliprandi: Oh man. It's hard to remember. Yeah. Dozens upon dozens.

Eric Worre: A couple dozen.

Margie Aliprandi: Well, yeah, probably more than that. Okay. Maybe 50.

Eric Worre: 50 people.

Margie Aliprandi: Yeah. And then really building the depth. Really building their teams.

Eric Worre: And then working with that group.

Margie Aliprandi: A lot of face to face home meetings every night.

Eric Worre: Just getting better every day. Just figuring out what you need to do. You just were lit up on fire.

Margie Aliprandi: A machine. yeah.

Eric Worre: So a young girl.

Margie Aliprandi: Yeah.

Eric Worre: Going out there-

Margie Aliprandi: Comparatively so, right?

Eric Worre: Yes. No, I mean, seriously a young-

Margie Aliprandi: Well, single mom also with all of those-

Eric Worre: With three kids, just saying, I'm not going to accept any excuses. I'm just going to go do it and I'm not going to depend on a man to take care of me. I'm going to do it myself. Was that important to you?

Margie Aliprandi: It was, yeah. The independence. Yeah.

Eric Worre: Sometimes you see people in all different sides of

equations. As soon as they are out of a relationship, they got to find the next one because that's going to-

Margie Aliprandi: The security. They had to have that security.

Eric Worre: Yeah. So that's their search. It's not a search for a business.

Margie Aliprandi: Yeah, the search for independence.

Eric Worre: It's a search for the security thing.

Margie Aliprandi: And the passion. I found a great deal of passion and, and it lit me up. Which felt good.

Eric Worre: Okay. So first year.

Margie Aliprandi: First year, within one year.

Eric Worre: How much did you make?

Margie Aliprandi: So I was making within one year more than I could have made ... Within a year I was making more in a month than I could have made in an entire teaching school.

Eric Worre: Give me a general, give me a first full year income total.

Margie Aliprandi: 25 Oh, first year. The whole year.

Eric Worre: Yeah.

Margie Aliprandi: Oh, 187,000, something like that.

Eric Worre: So \$187,000 first year.

Margie Aliprandi: Yeah.

Eric Worre: Just deciding just from a decision, wasn't it?

Margie Aliprandi: Yeah, it was a decision, an unequivocal non-negotiable decision.

Eric Worre: How many learning experiences did you have in that first year?

Margie Aliprandi: So many, so many.

Eric Worre: Hundreds.

Margie Aliprandi: Yeah. Yeah.

Eric Worre: Just learn every day and make adjustments every day and make adjustments.

Margie Aliprandi: Yes. Hone it. make it better.

Eric Worre: Make adjustments, what do you think was the secret to that first year of success? 187,000. If you could pick anything.

Margie Aliprandi: Resilience, emotional resilience.

Eric Worre: You had to bounce back from what?

Margie Aliprandi: Yeah. Well, we were a young company and so there were a lot of three steps forward and five steps back and attrition, high attrition during some of that time due to no real fault of anybody. Just the newness of the company at the time. So a lot of pioneering. And I think the thing that really helps is that big vision of what's possible, right? When that's really strong. I mean, even my why, like I'm going to give these kids a better life. It was huge. But once again, that that almost comes from that place of desperation for me. Like, oh, I got to make ends meet. I got it. But that vision, when you really get a sense, and once you get a taste of passive income, you can't be without it.

Eric Worre: Right, right. A lot of people talk about, "Hey, I'm going to work for a few years like other people won't so I'll have for a lifetime what other people can't." Right. Yeah. Yeah. I hear all this story all the time.

Margie Aliprandi: Yeah. Right.

Eric Worre: But entrepreneurs don't work for a few years and then stop. That's not how they're driven. They're entrepreneurs, are entrepreneurs. They're growing something, building something. They're passion

driven. Why would you retire from your passion?
Doesn't make any sense.

Margie Aliprandi: No exactly.

Eric Worre: Go away from your passion.

Margie Aliprandi: And it's your way to contribute.

Eric Worre: You're contributing to the world. Over the course, you've been involved now for what?

Margie Aliprandi: 28 years.

Eric Worre: 28 years.

Margie Aliprandi: Yeah. Yeah. The only time that I actually took a little time off, and this is a cool residual income story. So this is about two and a half years into the business and I decided to, I got married again and had my fourth child who is now 24 and full time in the business with me. How crazy is that? But during that time, because of my previous efforts, the check never fell below \$15,000 a month. It was higher at some points, but it never fell lower than 15,000 in 1992. and so you're gripped, right? Like wow, this works. This passive income thing is real. But yes, other than that, pretty much full time off and on taking times of more leisure. But I'm really full out right now.

Eric Worre: Yeah. I want to explore something with you that's a little bit different because you've been with the company for 28 years. Okay. Inside of network marketing, there's a couple of different thing phenomenon that happen.

Margie Aliprandi: Yeah.

Eric Worre: One phenomenon is when the going gets tough, the tough leave or the, you know, people just leave. Not the tough, the tough would stay, but yeah, when the going gets tough, everybody goes, well, this other

company, it looks like they got a lot of momentum. And we've got all these challenges right now. I'll just go over there. Look, that looks fun. You know, you get familiarity, you get used to your company.

Margie Aliprandi: Grass is greener, right.

Eric Worre: Grass is greener. What caused you to never succumb to somebody telling you some fancy story or luring you over to some other company?

Margie Aliprandi: Oh, it's such a good question because being prepared to go the distance is really where the wealth will come from and every company has his challenges, right? It's just choosing the one that you want to have the challenges with. I think that I believed with all my heart that we had the foundational elements that were needed. I could see from that time I took off that the products sold without me promoting them. And without even any business building happening, it was kind of, it was the dark ages, I got to say in our company. But the fact that it stayed that strong told me something. And then I really liked our compensation plan and I looked around, I knew there were certain compensation plans I would never do, but like, I don't know where else I'd go. I'm not going to go to a startup. I'm, you know.

Eric Worre: You'd been through that.

Margie Aliprandi: And then the people, right? Like there were people that put their hand up and said yes and I just wanted to go the distance with them. I don't know. It was probably a lot of things.

Eric Worre: How did you deal with it when you had leaders leave and go to other companies?

Margie Aliprandi: Ah, yeah. Hard because it feels like a divorce. It feels like ... Wish them well. And some of them came back interestingly because the grass isn't always greener

and yeah, at some point you develop, not that you don't care, but you develop a little bit of a thick skin. Like this is going to sound kind of rude, but it's almost like there needs to be a weeding out sometimes. If you're trying to create a specific culture, not everyone's your culture. And if there are certain things that you are there, things you're not also, and so sometimes when people leave, they define themselves. Is that rude?

Eric Worre: No, not at all. It's necessary sometimes.

Margie Aliprandi: If they're a jumper, they're not my people.

Eric Worre: Right, right. It's important because you know, I can make a case for startups. There's a certain kind of person that they can succeed there. I can make a case for an early stage company.

Margie Aliprandi: Because some of them will make it, right?

Eric Worre: I can make a case for \$1 billion company. I can make a case for every single. Yeah. And everybody does. They just say, oh this is the best situation or this is the best situation. You know, so it's, you got to decide. But what is one thing I have noticed is that not every time a person joins a company that's going to be the only company they're ever going to be with.

Margie Aliprandi: Almost never.

Eric Worre: You know, but when it happens, it's wonderful. Not every time, but you have to find a balance between that and bouncing from deal to deal to deal to deal to do to deal.

Margie Aliprandi: You lose your credibility.

Eric Worre: Well somebody plants, they plant their garden and then they rip it up before it has a chance to kick out any fruit and then they plant it someplace else and

then they rip it up. And by the time they get to like the fourth garden, they just got tatters. They hardly have anything left. Yeah.

Margie Aliprandi: Yeah, credibility.

Eric Worre: And they're wondering then, then they say what? This doesn't work. So you know, sometimes people get their hearts broken, company goes out of business or something happens and they find themselves in a situation where they have to find a new home. That happens. But make sure people are jumpers because I have noticed the big wealth is people who are long-termers.

Margie Aliprandi: Who go the distance. make a decision.

Eric Worre: Yeah. Big, big wealth. You know, like the kind of income you've earned. A kind of income like Jeff Roberti's, you know, he's at \$100 million in commissions now and he's in his 50s. 100 million in commissions because he stayed. And he went through that. Now a lot of people get really bummed out and freaked out and they stop working and they complain and they groan and they mumble when a company goes through a compensation plan change. You've gone through how many?

Margie Aliprandi: Five.

Eric Worre: Five. Five different compensation plans inside the same company. Has the company's name changed?

Margie Aliprandi: Three times.

Eric Worre: The company's name has changed three times.

Margie Aliprandi: Yeah, we're on the third.

Eric Worre: And the compensation has changed five times.

Margie Aliprandi: And the ownership three.

Eric Worre: The ownership has changed three times.

Margie Aliprandi: I know.

Eric Worre: So.

Margie Aliprandi: Do you want to say I'm certifiable?

Eric Worre: No, no, no. Here's, that's called real life. After 30 years. That's called real life. I saw at CNBC, they said 40% of the S and P 500 will not exist in five years.

Margie Aliprandi: Seriously.

Eric Worre: 40% of the top 500 companies in the world won't exist. They'll be merged. They'll be gone. Technology will wipe them out or there'll be acquired or something else will happen. In the next five years, that's called life, you know? So if you're gonna be a big girl, you're going to be a big guy. You got to-

Margie Aliprandi: Put your big girl panties on.

Eric Worre: Exactly. And just decide that when change comes, and it will come. You're going to be better at navigating change than anybody else. Because in those changes, I can bet you-

Margie Aliprandi: There's always a gift.

Eric Worre: Well, there's a winners and losers. Every time. That same change, some people lost major momentum. Some people step forward and got bigger market share, and they got better. They got stronger, they got wiser, they got whatever.

Margie Aliprandi: And attracted.

Eric Worre: How did you learn how to deal with that? That amount of change?

Margie Aliprandi: I think that you realize very quickly that to remain relevant to there has to be change. Things do change

quickly in our world. And so we're-

Eric Worre: Look at technology.

Margie Aliprandi: It's shifting everything really truly. We just introduced a brand new system that's almost entirely based on Facebook and so it's like get on board or you know, you'll be left behind. And so I just, I recognize the need for being nimble and agile and being able to make a move when you need to.

Eric Worre: Some people get dogmatic on something that worked 15 years ago. Yeah.

Margie Aliprandi: They get stuck. Yeah.

Eric Worre: And they're not willing to adjust.

Margie Aliprandi: Yeah. So I just think it's because it always makes sense to me.

Eric Worre: Like if your company change their comp plan tomorrow. And I don't want it to, but let's say it did. How would you navigate that?

Margie Aliprandi: Well, we're till doing a couple of tweaks, right? Because we just relaunched about three years ago.

Eric Worre: How do you navigate that? How do you get through that?

Margie Aliprandi: I would see that, first of all, I feel like I'm in a collaborative role, so I feel like I have a say. But I would see, I'd get on board, I'd see the gift in it. I'd figure out the angle.

Eric Worre: See the gift in the change.

Margie Aliprandi: Yeah.

Eric Worre: That's a great, great comment. See the gift in the change.

Margie Aliprandi: Yeah. It just makes more sense for everyone. See the gift in the change.

Eric Worre: Whatever the change is, there's a gift.

Margie Aliprandi: Always. And when you are the person that's looking for that positive, now I'm not talking being a Pollyanna and not seeing reality, but there's always a way to look at things that it's like, Whoa, this is a win. This is a win.

Eric Worre: You talk about kind of controlling the meeting that you give to whatever yes thing happened.

Margie Aliprandi: Because don't we all, right. Every day. In everything.

Eric Worre: Love that. Love that. So what's your best year? What your best year yet network marketing? How much did you earn?

Margie Aliprandi: Million two.

Eric Worre: Million two. So you've just been consistent. Steady for a long time. So, and over the course of your career, it's been how much?

Margie Aliprandi: 20 million.

Eric Worre: 20 million. \$20 million dollars.

Margie Aliprandi: School teacher.

Eric Worre: School teacher. Teaching choir. \$20 million later.

Margie Aliprandi: Yeah.

Eric Worre: That's unbelievable. Good for you.

Margie Aliprandi: Thanks.

Eric Worre: That's fun. It means you pay a lot of tax.

Margie Aliprandi: Yes. It means my fair share.

Eric Worre: Fair share.

Margie Aliprandi: Seriously. The tax benefits of our businesses is a reason to do it enough.

Eric Worre: Of course. Sure, sure, sure. So \$20 million. What are the things, if you could name three things that the average person doesn't do that you do or how the average person doesn't think how you think? Because there's a lot of people came and gone. There's the people who are still in your business the same, the same distance as you are, but they didn't earn 20 million. So what did you do or think or?

Margie Aliprandi: I got it. I'm ready

Eric Worre: Hit it.

Margie Aliprandi: So massive action. I am such a believer in giving yourself that season of massive action. I look at those first, the first year of my business, I'm still 28 years later being paid on stuff I did in that year. But it wasn't because I meandered along and did a little bit here and worked in and did my two a day, which I am a fan of the two a day. If everyone would really do that, everyone would be millionaires. But it, I went so full out that it gave me that traction and first of all, I got better. I got more confident. I had people that had results and so everything just happened faster. So I think the massive action, and I've given myself seasons of massive action throughout the entire 28 years. And then then-

Eric Worre: How many do you think?

Margie Aliprandi: 10.

Eric Worre: 10.

Margie Aliprandi: Maybe 10.

Eric Worre: 10's a big number.

Margie Aliprandi: Full-out. Yeah. Full out. Like sometimes a year.

Eric Worre: Wow.

Margie Aliprandi: Sometimes 90 days.

Eric Worre: Wow. But a year.

Margie Aliprandi: Yeah. Sometimes. And at that full pedal to the metal, that's not something you can sustain for a long, long time.

Eric Worre: Sometimes I bet you did those right in the middle change.

Margie Aliprandi: Yes.

Eric Worre: As part of the change.

Margie Aliprandi: Yes.

Eric Worre: You made up for the distraction.

Margie Aliprandi: To show that it could work. I can, we can prove this can work.

Eric Worre: You made up for the distraction by massive action.

Margie Aliprandi: Yup.

Eric Worre: Interesting.

Margie Aliprandi: Yeah. Yeah.

Eric Worre: Interesting.

Margie Aliprandi: At least eight. At least eight. Yeah. Maybe 10.

Eric Worre: Yeah. No, no. I've done maybe six total career, you know, career long and the best, the absolute top of the top of the top in our profession have done one a year, but that's hard. That's hard to do because it's so much.

Margie Aliprandi: It takes so much from you. and you can't sustain it.

Eric Worre: Yeah. But I mean, but if you'll never make more money. You take the take that season. Take the rest of the 28 years. That season versus the rest. It's 90% of the income came from that season. the rest of it was just support, hanging out.

Margie Aliprandi: So that would be the do piece. And then I think that people are just so quick to pull the plug. You said it a minute ago they plant and then they pull up their roots. They plant and they pull up the roots. And I think that the way that I think is I really do know that there is a sowing season and a reaping season and they're not in the same season. I know that. I've experienced it by planting seeds, tons of them, and then having, you know, a giant business occurring in Eurasia that I never would have dreamt was going to happen. So you never know where it's going to come from. Right. But when you've lived it a few times that the belief that you know that your job is to keep moving and planting and if you do the harvest comes. When you know that you just behave differently, you can go without seeing results. People can fall away. It's all good. It's all good.

Eric Worre: Not everybody's going to be successful. And that's not your responsibility.

Margie Aliprandi: It's exactly right.

Eric Worre: You're going to give everybody a chance.

Margie Aliprandi: Right. And love them and do your best and push them and pull them in and then just finally let them-

Eric Worre: Let them be be. Yeah. A question I love to ask just because I think it's interesting to see the struggle part of our business sometimes for the belief that brand new person meant to whoever's watching this. Yeah. Think of a bad day, you know, go back and you know, last 25 years, whatever, 28 years. Think like the worst day.

Margie Aliprandi: In 25 years.

Eric Worre: You know when something has to come to mind.

Margie Aliprandi: Or something recent? Oh hold on. I have several come to mind.

Eric Worre: If it's one or two. What I'd like to hear is what happened and then what'd you do about.

Margie Aliprandi: So a couple and they were early and I do, and there even have been some recent. But the first time that the company, well first of all, the product that we loved, it was actually a nail gel product. It doesn't exist anymore. So I can actually say it. There's no competition. It was a nail gel product. We don't sell it anymore. But it started, he created one ingredient because we bought the, brought the product in from this guy that introduced it to us. It had a little irritation factor. So it actually had diamonds and their fingers started like getting like broken out a little bit.

Yeah they were hiding there. I was in meetings like it got that. It was just, it was horrible because it was our flagship product and we'd built everything around it. Right. So you know, we've got to bring in some other products. You've got to take that one off. You've got to reformulate that one. But it's just that ability to move quick-

Eric Worre: To adapt.

Margie Aliprandi: To adapt when you need to.

Eric Worre: Adapt quick and take big action.

Margie Aliprandi: Yup. The next one was when the company changed its name the first time. They also made everybody sign a new application for some personal reasons, legal reasons for that for themselves. And what happened is that my team went from 20,000 to 10 like only 10 were

going to come back again. It was just, it was enough of a challenging time that yeah, like, Whoa, I almost feel like I'm starting from scratch really in those first few years, like almost from scratch a few times. Because it was pioneering.

Eric Worre: What'd you do about it?

Margie Aliprandi: I kept moving. I just kept moving.

Eric Worre: Yeah. Give me a recent one.

Margie Aliprandi: So a recent one. I remember this day. So there are few people that, you know, like kind of like my main people that I'm running with right now and I invest a little in them personally. And then another guy that was, that's opening a whole new market for us and in a single day I heard and I was someplace foreign and I can't remember, like I could do nothing about it, that this one was leaving. that this one was not going to show up at an event. They really planning on him being there and it was just, it was that feeling of-

Eric Worre: Everybody's letting you down.

Margie Aliprandi: Betrayal. Like, oh my gosh, I've been, is my judgment that poor at this stage? And yeah, it was a really rough day. And so, and what did I do with it? I set it aside and focused on what I had to do in the moment because I knew I'd get the story and I thought, right then I had only conjecture, and only a little information from a few people, but not the real story, so I couldn't manage it at that point anyway, so I just sort of drove on at the time and waited until I could get the full story because I can manage anything when I know what's real. When I know what's true. But it was, it played it. Oh man, I-

Eric Worre: How long?

Margie Aliprandi: I went places in my head that were very frustrating.

Eric Worre: How long did it bother you?

Margie Aliprandi: Four hours.

Eric Worre: Yeah. Now see, that's long.

Margie Aliprandi: That was long. I grappled with this.

Eric Worre: I want everybody to understand. Understand, some people that'll knock them out of the business. Some people it'll knock them out for six months. Some people will knock them out for three months. Some people, it'll knock them off for a month. Some people it's a week. Some people it's a day. For a leader, it's four hours and that's a big one.

Margie Aliprandi: Agonizing. agonizing.

Eric Worre: And a lot of these you'll release in five minutes.

Margie Aliprandi: Oh yeah.

Eric Worre: You know, you'll be upset for a minute and then five minutes later you forgot it.

Margie Aliprandi: Got this. Yeah.

Eric Worre: But a four hour one, that's like a big one. Yeah. You know, and that's different than the average person. They'll let something bother them for a year.

Margie Aliprandi: Maybe.

Eric Worre: You know, they're just, they'll just keep replaying it. That'll become part of their story. They'll tell everybody about it. It becomes part of every cocktail conversation. They just won't stop.

Margie Aliprandi: Yeah, no, I got it. I got, Oh yeah. You don't even want it to come out of your mouth one time because then you give more life to it, right? Like, no, I mean it was, and part of it was happening in my daughter's team and I thought, I'm not even telling her, I'm not telling

her. And I guess that also made me feel like, oh, we've got to get this worked out.

Because I take more responsibility for her than even my own self.

Eric Worre: Sure, it's personal. Nice. Well you know this audience, right? Yeah, no, the network parking profile, these people this bad

Margie Aliprandi: Yeah. Yeah.

Eric Worre: They want what you have. You're an example of the dream. You're the fairy tale. You're the princess who you know has the castle and the whole thing. So what I'd like you to do is I'd like you it to look into that camera right over there and just have a conversation with them. Just face-to-face and just offer them some advice, whatever you'd want to say to them. If you're sitting in the living room with them and they're just wondering, Hey, is this for me? If this is for real, what would you have to say to them?

Margie Aliprandi: Well, first of all, it is for real. And I guess if it was just you and me sitting across the table from each other, I would say you're enough. You have what it takes without learning one more thing. The biggest gap that's probably happening is you're not putting in enough action because if you put in the action, a lot of things happen. First of all, you just get better faster. You develop a resilience, you get a momentum happening in your business. And if you believe, if you will believe in this enough that you're willing to begin in perfectly willing to begin with fault rather than to hesitate perfectly. Anything worth doing well is worth doing poorly until you learn how to do it well. If you'll just be willing to start, you've got what it takes, you've got what it takes and it is worth it.

And the other thing I would say is stay in a place of

service. I know every time that the business starts feeling really wonky to me it's because I got caught up in something that I wanted and I'm looking at a promotion. I'm so competitive, I'm really competitive, and they, you know, dangle promotion rates, you know, something like that. It's just like, Ooh, I can start just really getting focused on me getting that, which is not bad. Let me be sure to say that is not bad. Be very intentional and deliberate and specific about your goals. Just don't attach them to any one person. So every time that it starts feeling off and I feel disconnected from what feels good inside me, it's because I got focused on my own goal more than I got focused on serving. And so my advice on that one is fill your funnel so full with people that you are serving on a multiplicity of levels that there will always be what you need to be achieving your goals.

And if you're not getting what you want, don't look to one or two people in your downline and freak out because those one or two people that you brought on aren't doing anything. Go find more. Serve. When you're really coming place from a place of service. It takes fear away and fear is what stops people more than anything. But fear disappears if you're there to serve. It's only there if you're worried about how you look, how you'll sound, will you be rejected? If you can really stay poised on that place of service, everything else falls into place.

Eric Worre: Margie.

Margie Aliprandi: And don't quit.

Eric Worre: Don't quit. Margie, thank you. Congratulations your success and thank you for your contribution. I know that this interview is going to be viewed by a lot of people around the world. People needed to hear it at a specific time, and if you're watching and you've got value, my suggestion to you is like it, comment, tag

your team, share it with other people. Let people see this, especially those that you think would get value from it. As we share these ideas with each other, that's the idea. That's why we do this. We do this for free, as a contribution, as a service to the profession that we love. Pay it forward.

Okay, so ladies, gentlemen, on behalf of this powerhouse woman, our wish for you is that you decided to become a network marketing professional. You decided to Go Pro because it is a stone cold fact, we do have a better way now. Let's go tell the world. Everybody have a great day. Have a great week, and we'll see you next time. Take care. Bye Bye.