

“How Do We Cultivate an Abundance Mindset?”

In this column we asked network marketing leaders what abundance thinking means to them and how they cultivate it in themselves and others. Here is what they said.

Become an Enlarger of People

By Barry Borthistle

Having an abundance mindset is a fundamental principle in your ability to “enlarge” other people. The dictionary defines this type of mindset as “bearing in mind an overflowing quantity of plentiful-ness.”

Abundance can refer to: 1) an extremely plentiful quantity or supply, as in *an abundance of grain*; 2) overflowing fullness as in *abundance of the heart*; 3) affluence, wealth.

There is nothing wrong with abundance, especially when it comes to money. This only becomes a problem when the *love of money* kicks in. To think abundantly, what do I base my thoughts on? How do I decide what to think? Gandhi was famous for saying:

*Your beliefs become your thoughts,
Your thoughts become your words,
Your words become your actions,
Your actions become your habits,
Your habits become your values,
Your values become your destiny.*

How do we cultivate abundant thinking in ourselves and others?

I believe our lives are governed by natural or universal laws that were created outside government or any manmade institution. Just as there are consequences for breaking a manmade law, there are natural consequences for breaking a universal law. The key consequence is that it moves us away from an abundance mindset. Let’s look at two of these laws I abide by to keep me connected to my natural state of abundance.

The Law of Reciprocity

This law teaches the Golden Rule as the foundation of all personal, national, and international relationships.

It’s about giving and receiving. If I give value to my customers and business partners, I receive positive business results, which is abundance. If I am genuine in my giving, I receive the same in return—it’s reciprocal. This principle applies to all areas of life, not just business. It affects how I use time, how I give and receive love, how I listen to others, and how I am listened to. I have seen this played out in business over and over again. Especially in network marketing, you cannot have a scarcity mindset and succeed.

To me, prosperity is so much more than how much money I can make. Booker T. Washington said it best: “If you want to lift yourself up, lift up someone else.” My best experiences in leading network marketing organizations are the countless opportunities I have been given to practice lifting others up.

What are some of the benefits and possible results of an abundance mindset? This brings into consideration the second law I live by and teach—the Law of Awareness.

The Law of Awareness

This law was introduced to me by Michael Ellison, CEO of our company. It states, “Somewhere around you is someone or something to help you fulfil your life purpose.” Awareness of

others is about recognizing that we cannot build anything great on our own. We are meant to be with others, to function as teams, and to leave a legacy to those we come in contact with.

Winston Churchill said, “One mark of a great man is the power of making lasting impressions upon the people he meets.” This is vitally important in our profession.

John Maxwell puts it this way, “People buy into the leader before they buy into the vision.”

To apply the Law of Awareness, you must make yourself an “enlarger.”

For many people, just because they want to enlarge others doesn’t necessarily mean they are ready for the task. They usually need to do some work on themselves first. If you want to do more for others, you have to become more yourself. That’s never more valid than in the area of mentoring. You can teach what you know, but you can reproduce only what you are.

Leadership experts Warren Bennis and Burt Nanus spoke to this issue: “It is the capacity to develop and improve their skills that distinguishes leaders from their followers.” Just as people will not follow a person whose leadership skills are weaker than their own, they will not learn to grow from someone who isn’t growing.

Not only must you be on a higher level in your personal growth, you must continue to grow on an ongoing basis. (You can probably remember how little you respected some of your high school teachers or college professors who had obviously stopped learning and growing decades earlier—possibly the day they received their degree!)

Albert Schweitzer maintained that “a great secret to success is to go through life as a man who never gets used up.” When you make it a goal to continually learn and enlarge yourself, you become the kind of person who can never be “used up.”

You’re always recharging your batteries and

finding better ways to get things done. To determine whether you are still growing, ask yourself what you’re still looking forward to. If you can’t think of anything or you’re looking back instead of ahead, your growth may be at a standstill.

Famous historian Daniel Boorstin said, “The greatest obstacle to discovery is not ignorance. It is the illusion of knowledge.” Many people lose sight of the importance of personal growth once they finish their formal education. Don’t let that happen to you. Make your growth one of your top priorities starting today. There is no time to waste.

As the Scottish writer Thomas Carlyle famously put it, “One life; a gleam of time between two eternities; no second chance for us forevermore.” Any day that passes without personal growth is an opportunity lost to improve yourself and to enlarge others.

You decide, and always remember: you have the right to choose, but none of us have the right to choose the consequences of our choices. However, *not* to choose is a choice. Every day, with every chance, I choose abundance. ■



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Be Generous and Look for the Gold

By *Kimmy and Richard Brooke*

“**W**hat you give out, you will get back tenfold.” This philosophy perfectly embodies what true abundance means. It is about living in our own greatest potential and contributing in any way possible to help others do the same. When there’s a mindset of abundance, you give freely—without fear, limits, or concerns about having enough.

Throughout the years, we’ve discovered this common thread: those who are successful, both in network marketing and life itself, are the ones who are generous. The ones who are not tend to have a “lack” mentality.

The easiest way to differentiate the two is this: abundance thinkers are givers. They constantly look for opportunities to give of their time, money, or mentorship.

Scarcity thinkers are takers. They look to take at every opportunity and hoard what they have.

In a lack mentality, fear rules: there aren’t enough people to talk to; business will never be big enough. This energy is not attractive. In network marketing, you simply can’t build a team by being a taker, because it fosters competition instead of collaboration. You can only build a team by giving freely of yourself.

We were both fortunate to have parents who instilled in us an attitude of abundance, a desire to give to others even when we didn’t have much to give. For many people, however, this mindset doesn’t come naturally because they were never taught to think this way. Early on they learned

that “there’s only one Tonka truck, and if I don’t get to play with it, life is terrible.”

How can you foster abundance within your team? Share examples of how it feels to work with people who suffers from a lack mentality. Ask your team members to express what it feels like to fight over what they think is the only piece of pie on the table. How does it feel if they get it and other people don’t? Or if they don’t get it and other people do? This type of exercise can show the appeal in embracing a new mentality.

The best way to create abundant thinking within our teams is to lead by example and to engage continuously in giving. When people start giving, and they have that first realization of how wonderful it feels, they become a part of the solution.

Opportunities abound to practice this way of thinking.

A perfect example is when someone leaves your team. You can choose to see it as your loss, or you can look for the gold in the situation. When people move on, wish them well and choose to love them. Just because your company is not right for someone doesn’t mean you can’t continue to be in each other’s lives.

When you choose abundance, that’s what you will manifest. ■



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What You Think Is What You See

By Gene Adigu

In today's world a lot of people think they are trapped in lack because they have no job or chance for employment. In reality there are many other options or ways to achieve our goals in life. We just need to choose one and stick with it, while adopting a supportive behavior pattern that enables us to carry on in the face of adversity.

I believe the world is filled with lots of opportunities. What you focus your mind on, you will see in the world. Since you can't take in everything around you, your Reticular Activating System will bring into focus what you are looking for.

Once you shift your mindset, this will allow you to see the abundance in the world that you may be missing right now. For instance, if you have a lack of money, and focus on that lack, that's what your external reality will confirm. Focus and think about the abundance of possibilities to make money, and soon ideas and opportunities to make that happen will start to pop up in your world.

A scarcity mentality can be quite painful for the individual, especially in network marketing, and create a lot of unnecessary fear, anxiety, and desperation. Many people think they have only one shot and if they can't get it done, then it's all over. The scarcity mindset always focuses on the extreme short term of every decision. That's why many distributors get discouraged if after putting effort out for two months they don't have the results they want—and they quit. Others say the business is saturated. Thoughts like these can stifle our growth in the business.

Abundance thinking allows us to accept failures as part of building a successful business. It helps us understand that this is a numbers game and if a prospect turns down our offer, we know



it's not the end of the world and that there are plenty of fish in the sea.

An abundance mindset not only keeps us focused on our goals, it actually allows us to attain them, because you know it's possible and that it can be done. An abundance mindset is the core motivation for us to keep trying and eventually succeed.

If someone leaves your team, wish the person luck and focus on your business. There is a virtually unlimited number of potential prospects in the markets these days, and one person or group leaving your team cannot kill an entire lifetime of building a successful business. Stop fretting and start seeing life through a more abundant lens. Soon you will be met with unlimited possibilities. ■

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Love Attracts, Fear Repels

By Marion Culhane

As I review my own journey in developing an abundance mindset, I can distinguish several stages that parallel my own and others' greater awakening during this time of accelerated change. The process has included: making conscious choices, experiencing and releasing outdated beliefs and fears, working with new intents, and allowing life to unfold.

This process has led to experiencing a greater sense of surrender, trust, gratitude, and appreciation for life. Working with our financial abundance issues can be one of the most powerful vehicles for personal and collective awakening!

Here are a few universal principles that support an abundance mindset:

- All life is connected and originates as energy, vibration, and consciousness.
- Whatever we focus on and believe creates our experiences.
- We are all a part of the One Mind.
- There are two emotions—love and fear. We live our lives in relation to these.
- Love, the essential nature of the universe, attracts; fear, an imaginary tool of the ego, repels.

How well we remember these principles affects our relationship with money and abundance. I'm going to use these two somewhat interchangeably, because so much of our culture relates to having financial resources as abundance. In truth, abundance includes much more than financial wealth: a greater sense of fulfillment, overall wellbeing, and appreciation for the wholeness of life. Having sufficient financial resources to cover our basic needs tends to give us a greater sense of abundance. Money helps us to let go of the daily stresses of the mind. This allows us to move towards greater contentment and acceptance of what is.

My first experiences dealing with money and cultivating an abundance mindset began as a child, where I adopted my parents' financial beliefs and patterns. They did not seem to suffer in the same way others did during the Great Depression and World War II. They knew how to manage their money and to live within their means. They were grateful for what they had. I felt safe, loved, and cared for. This sense of safety and fulfillment contributes greatly to an abundance mindset.

As I began raising my own family in the 70's, my interest in working with beliefs and intents to transform our lives increased. By 1990, I had become deeply immersed in personal development work and began teaching a 7-day seminar entitled Living Mastery. I had learned and was teaching others that our reality is an out-picturing of our thoughts and consciousness. If we want to change our lives, we begin by changing our thoughts, beliefs, and intents. This was the primary focus of the next phase for creating my own abundance mindset. It centered on learning to direct my mind with greater awareness, focus, and intent.

My list of intents related to abundance included:

- I deserve to be wealthy.
- I am a wealthy woman.
- Great abundance flows to me and through me.
- I'm living the life I love to live.

I learned how to release reactions that arose in response to these intents. It felt like magic to experience what followed in my life as I allowed these intents to manifest. (A few years later, I taught this process to our network marketing team and hundreds of other associates in our company. It was one of the primary keys to our and many others' success.)

In the fall of 1994, my partner and I launched our network marketing business. We now were able to apply all that I had been teaching to create

our own success. Our income grew as we naturally shared our enthusiasm and the products with others. After we had been in the business for about five months, my partner suggested that we project the trajectory of our future income on a graph. This added an element of fun and focus.

As we observed the actual curve of our growing income out-perform our prior predictions, I made the decision that we would go for it 100 percent and reach the highest leadership level within the company. I could feel our coming success in my body, as I decided that this was “meant to be.” In that moment of clarity and decision, I had the experience that our achievement was already accomplished. In a few years, we had become top earners.

This decision had the effect of any deep level commitment, as famously described by W.H. Murray, “The moment one definitely commits oneself, then providence moves too... Whatever you can do or dream you can, begin it. Boldness has genius, power and magic in it.”

Everyone who has developed an abundance mindset has experienced this “power and magic.” We have made challenging decisions and held ourselves to them. By putting ourselves on our own cutting edge for accelerated growth, we have invited an influx of hidden doubts and fears. I continuously experienced and released my personal fears as we stepped into new financial territory.

As the fears fell away, I began feeling and trusting the presence of something much larger directing my life. I began trusting this invisible, loving intelligence. Stresses of the mind disappeared and were replaced with a growing

sense of trust, flow, and ease. I was developing a sense of internal sufficiency and abundance that reached far beyond my financial experiences.

I felt deeply grateful, fulfilled, and content. I settled into a state of being, knowing that “all is very well.” I could feel an unseen, powerful force directing my life. I learned to trust this Source by creating more inner space. I had been meditating since 1975. Quieting the mind and staying present helped me to trust, relax, and let go.

In early 2013 my life took an unexpected

turn. I awakened one morning realizing that any sense of ambition or striving I’d ever experienced had simply vanished. I wondered how I would continue working our business without this internal drive. I had no idea where life seemed to be guiding me. I decided to simply stop doing, take time to be still, and to listen within for my next steps. I took myself on a two-week private retreat and relaxed.

I felt directed to return to teaching and coaching others

and to writing a book on how to create the life you choose. I am grateful for our residual income and for my growing awareness of the true source of our abundance. I am aware of how money is an expression of energy that relates to the degree of freedom and the lifestyle we all choose. I continue to support our leaders and team, and love being a part of this wonderful profession and unfolding life adventure. ■

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