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KEYS TO SUCCESS

*Strange how much you've got to know
before you know how little you know.*

— ANONYMOUS

If you fail to plan, you plan to fail. Everybody knows this. Yet most people do not have a proper financial plan simply because they do not know why they need one. 90% of success in almost any task comes from knowing **Why**, 10% stems from the **How**. While the reason for doing something is vital and attributes the greatest proportion to one's success, results come from effective action – the How. This chapter discusses the mindsets that are crucial for success and identifies effective actions that result in lasting success in your MLM business.

YOUR WHY

Less than a week after I first heard about the MLM business opportunity, I declared to my wife that I would succeed in this business. How could I have been so certain about a business I knew so little about? Because I saw that