

Thursday, April 21, 2011

Excited? No biggie...from Diamond Matt Warren

Advo Biz Friends,

You might think I'm a real stick in the mud after this note... but during a jog the other day I couldn't stop thinking about this concept, so wanted to share...

The message: Excitement really isn't that important or impressive to me. I'm encouraging you NOT to rely on it.

That contradicts what we often hear... "TO BE EXCITED! Show them your excitement!"

Why don't I buy it?...

- *Excitement is fleeting; we're not biologically designed to remain excited*
- *Excitement isn't sustainable over the long term*
- *Any Joe can sign up in a company and be "excited" for a few weeks*

When a jungle juice hustler who is pushing their 7th mlm gig in the last 12 months starts out a meeting or call you'll inevitably hear them say "I've never been so excited!..."

So what great credit goes to you if you're excited? Any Joe can be excited. Its our emotion of choice - but it's fleeting...

People think that excitement is going to carry them through to a successful business - after 5+ years here, I'm tellin' ya differently...

Is it wrong to be excited? No.

But we must know that excitement is an occassional emotion that can propel us, but not something that will build and sustain a biz over the long haul... or that will necessarily attract certain "champion" types to Advocare...

My sponsor didn't win me by his excitement. The first event I attended didn't win my heart because it was exciting...

Here are some "healthy" feelings and emotions and **"CHAMPION VIRTUES"** to add to your arsenal, that will help you achieve long term success here, and that will WIN champions to your team:

- **AUTHENTICITY**
- **STABILITY**
- **RELAXED INTENSITY**
- **COMMITMENT**
- **LOYALTY**
- **GRATITUDE**
- **PATIENCE**
- **STRENGTH**
- **RESPECT**
- **LONGEVITY**
- **EXCELLENCE**
- **WISDOM**

Those virtues just listed take discipline and growth to learn and implement. Sometimes they aren't fun - but they work.

Those are virtues that the "jungle juice hustler" will typically not implement or sustain.

Those are the virtues that allow you to stand out and above the rest of the pack.

Those are the virtues that win the heart of the skeptical "champion to be" who's carefully watching you over time.

We obviously live in an "instant gratification" culture where quitting is easy and all to common - **BECAUSE ANYTHING LOSES IT'S EXCITEMENT AFTER THE HONEYMOON PHASE...**

So it takes a special type to be attracted to our company and who will embrace the virtues of what it really takes to be successful here...

Remember: **"We Build Champions"...**

And all it takes is a few to really build something solid here...

Demonstrate the "Champion Virtues" over time, and you will attract it to your team.

Be it.

Attract it.

Duplicate it.

Matt Warren

Advocare Diamond Distributor

Colorado