The Clouseian Formula™

Simplifying The Uniqueness of Success

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I've got this idea for a book and I wanted to share it with you... The working title is, *How To Build Your Network Marketing Business In Three Easy Steps*.

This idea came to me after a conversation with my son Taylor, who at the time was a junior in high school. Taylor was demonstrating his newest toy, a TI -92 graphics calculator, trying to teach 'Dad' how to 'simplify the expression', which basically means this is how you would reduce a complex mathematical problem to its simplest form.

This is the formula to be entered below:

$$\frac{(x^{-3}y^2)^{-4}}{(y^6x^{-4})^{-2}}$$

I had watched as Taylor entered the data into the TI-92... [**formula here**] ...pressed a few buttons and presto—out came the simplified solution x^4y^4. And I got it! No, not the math... For the first time I understood the solution to one of the most complex and misunderstood problems in our industry: Answering that elusive and frequently asked question, "How do I succeed in Network Marketing?"

Let's face it... We all realize defining success is difficult, because it means different things to different people. Everyone's answer is varied to some extent—and that can be really confusing. While some say, "Do this, and you'll achieve success." Others reply, "No, do it this way, because it only works this way." And still others retort, "Hey, everything works, so do whatever you want."

More than a bit puzzling for someone trying to figure out this Network Marketing success thing.

And yet by not reducing success to its simplest form, too many of us are missing out on the answer—missing out on a formula that could work for every person, every time.

Is this really possible? Well, take a look at what I've come up with, and then decide for yourself...

If we reduce success in Network Marketing to its simplest form, the math looks like this: [**add success formula here**]

This is the formula to be entered above:

$$\frac{(yd + pd^2)ca^2}{ypg}$$

Translation: **y**our **d**esire combined with your own **p**ersonal **d**evelopment^2 (squared because the books you read, the CDs you listen to, and the classes you take create a powerful synergistic effect over time) multiplied by **c**onsistent **a**ction^2 (squared because the right activity—consistently applied over time—creates a compounded result), divided by **y**our **p**ersonal **g**oals (designing the life you want—what I call *Your Uniqueness Factor*), and what you'll end up with is your own personal definition of success. Wow! The Clouseian Formula™ actually defines the uniqueness of success—and shows you how to achieve it!

Because Network Marketing has always been, currently is, and will continue to be about your personal development... In this industry, it's not what you get

that's ultimately important—it's who you become in the process. And if that's true then your success is as easy to define (and achieve) as: $\dfrac{(yd + pd^2)ca^2}{ypg}$

So use the math, and take personal inventory... Decide what skills you desire (or need) to improve: prospecting, presentation, duplication, or leadership. Then pick up a book, start listening to a great CD program, or sign up for a class. And as soon as you've finished—take inventory again, and ask the same question: "What skills do I desire to improve?" Continue repeating the process until your life is working out just the way you planned: 1) take inventory, 2) get a book, CD program, or take a class, 3) apply what you learned—as many times as you possibly can.

How To Build Your Network Marketing Business In Three Easy Steps. Hey, maybe I'll write that book after all... However until I do, let's teach everyone, The Clouseian Formula™.

$$\dfrac{(yd + pd^2)ca^2}{ypg}$$

"The Clouseian Formula™ actually defines success—and shows you how to achieve it!"