



# The 7 Habits

of Highly Effective Networkers

**DEVELOP THE UNSTOPPABLE  
MINDSET BEHIND BUILDING  
A SUCCESSFUL HOME BUSINESS**

**DEVELOP THE UNSTOPPABLE  
MINDSET BEHIND BUILDING  
A SUCCESSFUL HOME BUSINESS**

# **The 7 Habits Of Highly Effective Networkers**

**“Develop The Unstoppable Mindset Behind  
Building A Successful Home Business”**

## **LEGAL NOTICE**

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

---

# TABLE OF CONTENTS

<b>Introduction</b> .....	<b>5</b>
Understanding The 7 Habits Of Highly Effective People.....	7
Incorporating The 7 Habits Of Highly Effective People .....	9
Habit # 1 – Be Proactive .....	11
Habit # 2 – Begin With The End In Mind .....	14
Habit # 3 – Put First Things First.....	16
Habit # 4 – Think Win-Win .....	19
Habit # 5 – Seek First To Understand, Then To Be Understood.....	21
Habit # 6 – Synergize.....	23
Habit # 7 – Sharpen The Saw .....	25
Applying The 7 Habits Of Highly Effective People In Network Marketing.....	27
<b>Conclusion</b> .....	<b>30</b>

---

# **The 7 Habits Of Highly Effective Networkers**

**“Develop The Unstoppable Mindset Behind Building A  
Successful Home Business”**

---

# Introduction



## **Welcome to The 7 Habits Of Highly Effective Networkers!**

In order to be a successful entrepreneur in your home business or your network marketing business, you must have what all successful networkers have in common...

Habits that will lead to your success!

It is very easy to be motivated in the beginning, but as time passes on, your habits will make or break your business.

## The 7 Habits Of Highly Effective Networkers

---

This book is based on Stephen Covey's timeless principles called "The 7 Habits Of Highly Effective People" but is catered for network marketers.

**Make sure you apply the techniques in this book and take advantage of the free tools that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!**

So without further ado, let's jump into it right away!

# Understanding The 7 Habits Of Highly Effective People



*(What are your daily habits?)*

A lot more has been written about The 7 Habits Of Highly Effective People than has been written in the book itself. This book has ceased to be a mere book decades ago (it was first published in the 1970s); for most it has become a vehicle to take their lives to a higher level. A lot of people who are at the top in the societal structure will claim that a big part of their success comes from this book. Stephen Covey, the author of The 7 Habits Of Highly Effective People, has touched many lives with this piece of work.

To understand Stephen Covey's work, we need to understand what the word habit actually means. We take habit to be something that we are accustomed to doing, without actually giving a thought to it. It just happens, almost mechanically. But, the master stroke of Stephen Covey begins at the start of the book itself. According to the book, a habit is not something that is done out of repetition. On the contrary, when effective people build a habit, they will put in a lot of channelized thought into it – they will think how having the habit will help them,

## The 7 Habits Of Highly Effective Networkers

---

how they can modify it to suit their purposes, how they can be interdependent on others if needed and so on. When they know the habit will help them in some form of growth, they will adopt it into their lifestyle.

This is where The 7 Habits Of Highly Effective People helps greatly. Stephen Covey has laid out the seven habits that a person who wishes to be successful must have in themselves. The following is a brief outline of these seven habits:-

**Habit # 1: Be Proactive**

**Habit # 2: Begin with the End in Mind**

**Habit # 3: Put First Things First**

**Habit # 4: Think Win/Win**

**Habit # 5: Seek First to Understand, then to be Understood**

**Habit # 6: Synergize**

**Habit # 7: Sharpen the Saw**

These seven habits follow a natural progression. Stephen has described in painstaking detail how each habit becomes a huge step forward in becoming a highly successful person.

The beauty of The 7 Habits Of Highly Successful People is that it can be incorporated in any kind of lifestyle where growth is expected. The book has an open framework on which any kind of lifestyle can be built. The only intention is to make the person more influential and exemplary to his or her family, peers and society at large. It is beyond doubt that network marketers can emulate these habits to become highly effective and successful people.

# Incorporating The 7 Habits Of Highly Effective People In The Network Marketing World



Given the cookie cutter structure of Stephen Covey's bestseller *The 7 Habits Of Highly Effective People*, it is very much possible to apply the lessons contained in the book to the network marketing world. It is extremely possible for network marketers to learn from the book and imbibe that knowledge into their business plan. The main reason why the book applies to this genre is that network marketing needs people to be highly effective. It is only then that they will be able to build a network of highly driven and motivated people and guide them along the path to mutual progress.

If you have to be a networker, you need to be a leader. You cannot build a network without encouraging people to sign up under you. You have to create in them the encouragement that they will keep working so that the whole network, and not just an individual, moves on to progress. This is how network marketing

## The 7 Habits Of Highly Effective Networkers

---

works actually. When the network grows, the individual grows and not the other way round. How can you move your network to progress without being a highly effective leader for them?

Think of it from the other perspective also. Why will you join a marketing network? You won't do it because of the razzle-dazzle of the website. You will do it because you are convinced by someone to join their network. You are encouraged and assured of your progress. This is again the hallmark of a highly effective leader.

This is where the book helps greatly. At every step in your network marketing game, you must fall back on The 7 Habits Of Highly Effective People and see how you can apply those ideals to your venture. When you grow as a leader, you are sure to bring more people into the network and keep them motivated to work for the greater good of all.

The point where The 7 Habits Of Highly Effective People scores over all other self-development books is that it explains to you how growth is in interdependence and not in independence. The most successful person in the world also has been dependent on others for his or her success and vice-versa. An effective relationship has to be mutual. Now, does this apply as aptly anywhere else as it does in the world of network marketing?

When you have studied The 7 Habits Of Highly Effective People, you learn how you can be proactive in your thinking, prioritize your actions, be optimistic about your results, coordinate and associate with other constructive people and then actually act. This is the right way to move on in network marketing. Those who are proudly in the league of successful network marketing today have incorporated all these seven effective habits in their activities, regardless of whether they have read the book or not.

## Habit # 1 – Be Proactive



The first habit mentioned in The 7 Habits of Highly Successful People is to 'be proactive'. In our life, at every step of the way we are going to face choices. There will always be several ways out for doing something, even for coming out of a problem or a complication in our life. However, whatever be the size of the problem, the final power of making the choice is vested in us. In that way, we have the power to be proactive about the decisions that we take. Stephen Covey mentions here that our life is shaped by the choices that we can make and not by the conditions that we face.

Any business venture that we undertake needs a proper implementation of the Habit # 1 to get some semblance of success. At each juncture, there will be decisions to be made. We cannot run

## The 7 Habits Of Highly Effective Networkers

---

businesses, or make money for that matter, on autopilot. There has to be proactive thinking somewhere that keeps enhancing itself as things start moving.

However, being proactive does not mean just being a thinker or a decision-maker. Resourcefulness is an important trait of a successful entrepreneur, but there is nothing gained without initiative. Once you have made a decision, you need to have the dynamism to implement it. Every business venture pegs on both resourcefulness and initiative, which becomes an essential requirement of every employee in the fold.

There is a point in Stephen Covey's book in the description of Habit # 1 which very significantly applies to a networking business. It is the perplexing connection between the Circle of Concern and the Circle of Influence. The Circle of Concern represents all the impeding factors; the factors that do not allow the business to grow as it should. The Circle of Influence represents all the choices that we can make to solve the problem. Naturally, a business is more successful when the Circle of Influence is much larger than the Circle of Concern. This is only possible when the entrepreneur is proactive in taking decisions about the solutions to the problems. If not, the Circle of Concern will only keep growing cancerously and become malignant to a point where it cannot be eliminated. In a networking business, it is extremely important to shrink the Circle of Concern as much as possible by expanding options in the Circle of Influence. Being proactive is the most essential trait needed here.

We can make these choices either through Direct Control (i.e. completely dependent on our behavior) or through Indirect Control

---

## The 7 Habits Of Highly Effective Networkers

---

(i.e. influencing the change through other's behavior). This is where we will need to apply this and the other habits of the book.

Being proactive also means accepting one's mistakes and moving on. The 'moving on' part is the most essential. Mistakes happen when choices are made but they go wrong. If that happens, it is not possible to undo the mistake, but the best thing is to learn from it and to go on with the venture.

Since a lot of the networking business will depend on the choices that you make early on, it is absolutely essential to be proactive. In fact, this requirement will make its presence felt throughout your enterprise.

## Habit # 2 – Begin With The End In Mind



Stephen Covey says in his *The 7 Habits of Highly Effective People* that the most important way to succeed in life is to begin with the end in mind. This becomes the Habit # 2 which is explained in detail in his bestseller book. The habit has been likened to be a magnetic force that brings the objective closer to the efforts that are put in. Needless to say, this is one of the most vital ingredients required in the success of a business.

The most important gift of being able to begin with the end in mind is that we are able to route our activities in a particular direction that is more dependent on our personal efforts than anything else. For that reason, it becomes more possible to accomplish these goals. The place of this in the network marketing world is incomparably significant.

## The 7 Habits Of Highly Effective Networkers

---

The author states how mental creation of an objective is as important as its physical creation. When we think about what we will get at the end of the day, we are already much better placed to make it happen in a concrete manner. As things progress, we can change our actions so that the final product will turn out to suit our actions in a better manner. As a result, what we get eventually will be very close to the mental picture we had created for our objective.

In network marketing, if you make a mental picture of having 500 new contacts within 60 days, you already know what you are striving for. You will put your efforts in that direction. However, if you begin with a hazy thought, like having some new contacts at the end of month, your actions will be hazy too. Keeping a concrete idea in mind of what you want helps admirably in really accomplishing it.

So how do you go about the actual accomplishment of what you have visualized? For that you will need three important ingredients – leadership, management and productivity. Leadership here refers to personal leadership which is nothing but your own visualization of the concept. Management means how you put people and resources together to acquire what you want. Productivity is the actual activity that is involved.

Hence, the point of start should actually be the point of finish. You have to begin with the end. Call that your mission statement or credo or philosophy or whatever; it is your mental picture that you have to strive to accomplish. This actually gives the stability to the efforts you are putting in and leads you in the right direction of achieving your desired goal.

## Habit # 3 – Put First Things First



*First Things First* is also the name of a follow-up book by Stephen Covey, written as a continuation to the Habit # 3 that he mentions in *The 7 Habits of Highly Effective People*. This habit is a natural progression of the earlier two habits mentioned in the book. In the first habit, Stephen Covey states that a person must begin any task with self-awareness that it can be accomplished. The second habit speaks about how the person's actions must be organized, keeping the end purpose in mind. The third habit states that every person needs to prioritize things according to their importance and urgency. A person who has this sense of prioritization in their mind will always be successful at whatever task they undertake.

**There is a vivid description of this habit using a 2x2 grid as an illustration.**

**That grid is shown below:-**

---

## The 7 Habits Of Highly Effective Networkers

---

	Urgent Tasks	Tasks that are Not Urgent
Important Tasks	Quadrant 1 <i>Important Issues</i> <i>Emergency Situations</i> <i>Tasks with Deadlines</i>	Quadrant 2 <i>Fostering Relationships</i> <i>Planning</i> <i>Making Preparations and Implementing Ideas</i> <i>Using Professional Knowledge</i>
Tasks that are Not Important	Quadrant 3 <i>Impromptu Tasks</i> <i>Unimportant Calls and Meetings</i> <i>Popular Tasks</i>	Quadrant 4 <i>Tasks not related with the Main Project</i> <i>Time-wasting Activities</i> <i>Unfruitful Tasks</i>

This table clearly indicates how a person must go about their tasks if they want to achieve success. Let us go through it briefly.

The tasks are divided into four quadrants, very similarly to what is shown in the table. The Quadrant 1 contains things that need immediate attention and are very important. Quadrant 2 has important tasks but they can be put off for a while. Quadrant 3 contains tasks that are not important but it is needed to address them quickly. Quadrant 4 includes all the activities that are not important to the progress of the business and do not need any urgent attention either. It is important to note that none of these quadrants contains a complete list of the activities that it must include. Depending on the nature of the business, there are various other things that can be put in.

A person who really wishes to succeed in business must concentrate on Quadrants 1, 2 and 3. It may seem that the Quadrant 1 is the most

---

## The 7 Habits Of Highly Effective Networkers

---

important for highly effective people, but in reality it is the Quadrant 2. This is where the person can make networks, plan and prepare for tasks and actually implement them and ensure a growth of the business by using technical knowledge. For the networking world, it is highly important to focus on the tasks mentioned in the Quadrant 2 in order to succeed.

On the other hand, Quadrant 4 is the most detracting from any venture at hand. People must avoid indulging in these activities as far as possible if they need to move on toward greater success in their businesses.

## Habit # 4 – Think Win-Win



If you look into it closely, Stephen Covey's Habit # 4 from his book *The 7 Habits of Highly Effective People* seems to be the most difficult, the most fantastic of all habits to inculcate. Unlike the first three habits, which were more concerned with decision making and applying the mind to the tasks at hand, the fourth habit is more about action. However, this is not the routine kind of action we are accustomed to. The action described here is to be such that all parties involved are mutually benefited.

Let us look at how a typical business negotiation works. You will have to deal with this situation a lot in your networking business. Even when you approach people at the start, they are going to ask you what is there for them in joining your network. Only if you are able to show them something that will really benefit them will they go ahead and join your network. That is actually going to work in your favor too, because if they join your network, it is your business that is going to flourish too, along with theirs. So, in this way, you are making a decision that is mutually benefiting, and that is actually the only one that works.

## The 7 Habits Of Highly Effective Networkers

---

This is true in any kind of business enterprise. You will definitely need to interact with people. These interactions are going to be fruitful only if both parties see some benefit for them. There may be instances when people will wish to work with you without any immediate benefit for a short term but if this continues, it is not going to be to your advantage much. You have to consistently think of win-win solutions for everyone involved in your ventures so that everyone can move ahead with it and progress.

The basic crux of his habit that Stephen Covey mentions is that we have a choice. Whatever the situations may indicate, there is always a way we can adopt in order to make everyone happy. Businesses prosper only in an environment where everyone sees that there is some benefit coming their way.

The habit works in an individual sense too. When you are making a decision that concerns only you and no one else, you have every right to make sure that the decision benefits you. As long as your choices are not harming others, this thinking in a win-win manner will lead you to greater success in life in everything that you do.

## Habit # 5 – Seek First To Understand, Then To Be Understood



Think about it and answer – what usually happens when you are involved in an altercation with someone? The likeliest answer is that you are trying your best to put your point across. The whole basis of your argument is that you are trying to establish that your point is right. Do not feel snubbed if you are doing that; this is the way a normal human being works.

But if you want to be something above a normal human being, if you want to be a highly effective human being, then it is important that you put Habit # 4 of Stephen Covey's The 7 Habits of Highly Effective People to use. This habit says that everyone must seek first to understand and then to be understood. What does that actually mean? It means that when you are in conversation (we are using a euphemistic term here for altercation!) with someone, you have to first make sure that you understand what the other person's circumstance

---

## The 7 Habits Of Highly Effective Networkers

---

is. If you think about it, when you put yourself in the place of the other person, most arguments will die a natural death because then you can see their perspective.

Why is this important in a business? It is important mainly because it helps everyone to progress. When you try to understand the other person, you are clearly seeing the constraints that they are working with. As an employer or as a networking leader, you will definitely try to remove these constraints. And when you do that, there will be no reason for any misgivings left. This is when you can easily make your point clear.

So, the correct proceeding here is that you have to first try and understand what the positions of other people are. This applies to your subordinates, your colleagues and your superiors. Only after you have completely understood what the situation is about, must you try and think whether you are justified in making your own point. This habit may be difficult to inculcate in the beginning, but once employed it can be a great tool for generating goodwill, which is of paramount importance in any business venture.

Stephen Covey gives an example here of how a doctor would first try to diagnose an ailment and then give the prescription, which is from his own opinion. Diagnosis here analogizes with the understanding of the nature of the complication and prescription compares with putting your point across. Try to be like the doctor in your routine dealing then; you will find that your life becomes much more peaceful and smooth.

## Habit # 6 – Synergize



We are very well aware of how strength lies in unity. This is most true in a networking business world where everyone has to push the dollar together. In network marketing, ideas may be individual, but they work much more effectively when they attain a collective nature. This is what Stephen Covey mentions as his Habit # 6 in The 7 Habits of Highly Successful People. He says that unless we synergize our energies, there is going to be no real progress.

Synergizing simply means collecting. Here, it can mean bringing together ideas of various persons or parties together and bringing them to the most optimum shape that can be put to use. The sum is always greater than its parts. This is especially true when we synergize ideas. An individual idea may not be quite implementable, but when it is honed and sharpened with inputs from other ideas, it can become quite workable. What we commonly know as brainstorming sessions is actually a method of synergizing ideas. However, it is not that brainstorming must be restricted to the corporate world and it is not

## The 7 Habits Of Highly Effective Networkers

---

necessary that it should always be physical. It can be very well adapted to the network marketing world too.

But, there are some things that are needed before ideas can be synergized. Synergizing is one of the 'action' habits that Stephen Covey mentions. For it to be successfully implemented, it is important that the action habits mentioned as number 4 and 5 must be implemented first. In Habit # 4, Stephen Covey tells us to bring forward solutions that would create win-win situations for everyone involved. This is extremely important because only then will the best and most selfless ideas come forth. Habit # 5 says that we need to first understand and then attempt to be understood. It is important to use this habit too, because unless and until we understand the people we are synergizing with, we will not get good results from the collective sessions.

All the seven habits mentioned in the book are in progression. But the habits 4, 5 and 6 have a definite resonance between them. They are all action habits, requiring people to do something, and they are also habits where the importance of interdependence is highlighted. Synergizing, the Habit # 6 is a classic example of where this kind of interdependence comes into play. Through this habit, Stephen Covey says that real success comes when you coordinate with people and bring forth ideas that will be progressive and also mutually benefiting to everyone involved.

## Habit # 7 – Sharpen The Saw



When Stephen Covey begins to describe his Habit # 7 of The 7 Habits of Highly Effective People, the impression is that the person has already put forth his primary efforts to become effective and now is the time to sharpen the saw. This means that the person needs to make sure that his or her efforts do not stop there. They keep getting improved with each passing day so that the person reaches the zenith of effectiveness. A person does not become successful or effective in a mere day; there is a lot of time and effort that goes into it. The Habit # 7 speaks of such efforts that are needed to be put in.

In order to ensure that the person is always honed to perfection, there are some things that need to be paid attention to. Actually, these are three main aspects of the body that need constant and consistent enhancement. These are the spiritual enhancement, the physical enhancement and the mental enhancement.

## The 7 Habits Of Highly Effective Networkers

---

The spiritual enhancement is about bringing the person closer to his or her inner self. This can be done through meditation. A truly successful person will spend time in meditation just as much he or she spends time actively working. When the person meditates, the spirit is getting fed. Worshipping and praying also fall under this category. They all act to make the person more spiritually complete.

The second kind of enhancement that the person needs to do is physical enhancement. A person will cease to be effective the moment the body gives in. It is necessary to keep the body sharpened through exercise. This exercise will keep the person's health in good condition, and quite necessarily, a person with good health is a more effective person.

Mental enhancement refers to enriching the knowledge. This includes learning and keeping updated on developments. A person who has more knowledge and information about his or her subject is undoubtedly more successful and effective.

One more very important point that is mentioned in this habit by Stephen Covey is that once a person becomes effective, he or she must endeavor in building interpersonal relationships. Since we cannot live as islands, it is important to progress taking other people in tow. This point becomes of special significance when we speak of the network marketing niche.

These points are much needed to keep your effectiveness sharpened at all times. You may reach your peak in your business, but if any of these points fail, you may begin your descent.

# Applying The 7 Habits Of Highly Effective People In Network Marketing

If the name of the business itself is 'network' marketing, it can be very well understood how important it is to associate with people in order to succeed in this kind of enterprise. Indeed, network marketing is all about making contacts with people and assuring them that they are going to benefit out of this venture. It needs creating a confidence in everyone involved. But more than that, it needs the entrepreneur to build a strong confidence in his or her own self, because a confused individual cannot lead others. This is where the role of Stephen Covey's The 7 Habits of Highly Effective People becomes exceptionally important.

A brief analysis of The 7 Habits of Highly Effective People shows that the first three habits are about independence, the next three are about interdependence and the last one is about maintaining the effective status. Let us take a look at how these seven habits become supremely important in the network marketing world.

## **Habit # 1 – Be Proactive**

Being proactive means being an analyst of one's own self. A person who is proactive will be able to rationalize decisions about self and

---

## The 7 Habits Of Highly Effective Networkers

---

implement only those that have a chance to benefit self and others. Network marketers need to sniff out opportunities that are really appropriate to them. This needs proactive skill.

### **Habit # 2 – Begin with the End in Mind**

As a network marketer, what are you looking at gaining? What are your limits? How far do you wish to go? Do you have a specific target? When you have the answers to such specific questions in mind, i.e. when you have the end in mind, you will be able to move toward that position in a more focused manner.

### **Habit # 3 – Put First Things First**

This is about prioritizing things. When you put first things first, you are making an informed decision of how you need to move about in your network marketing business. You might wish to build your network with a few people first and then move on improving it with better policies and decisions.

### **Habit # 4 – Think Win-Win**

This always works because you are thinking of benefits for all. Why should a person join your network? If you are able to show them how they will benefit too, they will be more confident about moving ahead with you. But if there are self-interests, the venture is not going to proceed much further.

### **Habit # 5 – Seek First to Understand, then to be Understood**

## The 7 Habits Of Highly Effective Networkers

---

If there are problems along the way, the best approach is to try and find out why the problems have occurred. It is best to put yourself in the shoes of the other person and think. This helps greatly in the network marketing business because it helps to keep mutual respect alive. This is what helps in taking everyone ahead.

### **Habit # 6 – Synergize**

A collective thought is always better than an individual thought. Nowhere can this be truer than in the network marketing world. A network grows only when they put heads together and make decisions. This is the most important trait of a highly effective and successful business.

### **Habit # 7 – Sharpen the Saw**

You need to keep sharpening your body and your network. This is done through spiritual, mental and physical growth. Developing interpersonal relationships also help in keeping the network more fruitful, and nowhere can this be more befitting than in the network marketing world.

## Conclusion



It's time go get this engine going and get started right away.

Are you going to take action and tell your grandchildren how you took advantage of the trillion wave or will you just sit by and justify to your grandchildren why you missed it?

The choice is yours!