



In 1993 Gabi Steiner was a single mother working a part time job and caring for her 8-year-old son. But after discovering network marketing that same year, and then Life Plus in 1999, Gabi was able to leave that life behind and create a new one for herself that she never dreamed possible. Today, she has reached nearly all of her goals, personal and financial, and lives in her dream house on the beautiful island of Majorca with her partner Wissi. How did she accomplish all of this? Believe it or not, through repeating a series of many small steps.

Gabi started down her road to success simply by first talking to her family and friends, and then her friends' friends. She told everyone her story and she told everyone about the opportunity she had found. Seven stars later, she is still doing the same thing. Ask her what has changed since she first started network marketing all those years ago and Gabi will tell you, not much. Her lifestyle has improved-nicer car, bigger house, ocean view-but she still says the same things to the same kinds of people. She continues to meet new people, and she continues to work intimately with those around her.

Much of Gabi's success is due to the fact she continues to work one-on-one with new people right in her own living room or in the living rooms of fellow team members who are just starting out themselves. Instead of transitioning into a solely leadership role supporting only her most successful team members, Gabi has continued to meet and bring in new Associates as well as coach, share with and help all of those around her. It is the exact same routine she started in 1993 when she first began network marketing, a routine that can work for anyone, whether they are just starting out or have already become successful.

Even the story she tells has hardly changed since her initial success. It is the true story of how a single woman, struggling to provide for her son, was able to attain personal and financial freedom-a story that she has helped many other people to make their own. To a great extent, her success stems from simply telling that story and exposing people to a new opportunity.

After telling her story, Gabi has always spoken about network marketing and the opportunity it offers people. She speaks to people individually or in groups, sometimes large, usually small and often in her own living room or in the homes of fellow Associates. Time and time again she has encountered former audience members and heard them say, "I met you at a seminar and you said that one sentence." Gabi will be the first to admit that often, those sentences were not ones she was particularly conscious of at the time, but it didn't take her long to realize the principal that everyone takes away that one special sentence and she has turned it into an effective tool. She now asks seminar attendees what their most important insight of the day was.



Hearing people talk about their own personal special sentence, the one that they will always hold onto, taught Gabi an important lesson; by simply offering a small piece of encouragement or sharing a similar problem that you encountered can give someone who was about to give up the strength they need to continue. It may not seem like much, but helping that one person stay focused can spiral into

something much larger all on its own. For example, if that one single person, who was on the verge of quitting, continues to work and becomes successful, they may in turn help another person to become successful, who also in turn can help more people stay committed and become successful. Very quickly, that one little piece of encouragement you gave, and thought nothing of, snowballed into an event that actually helped all those people.

Helping people-helping each other-is critical to success in network marketing. The importance of team effort was something Gabi realized early on. We can only become successful if we help others become successful," she says. Taking a few minutes to listen to someone and offer advice may seem like a small thing to do, but it can help many, many people. In this business it truly pays to help each other.

One of the pitfalls of network marketing is that you can do everything right, present your story perfectly, help your down-line at every step of the way, listen to the advice of successful people-and still fail, if you don't act quickly enough. For Gabi, speed has been a key factor in building her business. In fact, she believes that working quickly may be the single most important factor in dictating whether your business will take off or peter out. It's important, she believes, to seize the moment and convert the initial enthusiasm new friends feel into a long-term partner.

Gabi learned that if you, and your fellow Associates, can sponsor one person per month, it will add up to staggering 4,096 new people every year, but if everyone sponsors one person only every other month, that number drops to a measly 64. As she puts it, "I ruin my own success if I talk to my friend in two weeks instead of tomorrow, and once I understood that, I knew that was the secret-that was our secret."

Like many other successful network marketers, Gabi has realized there is not one great, magical thing that can be done to become successful, but rather success comes from repeating a series of small steps over and over again. Meeting new people, telling your story, listening to friends, offering help; every action is a small step toward achieving your goals and realizing your dreams.

Gabi has perfected a simple, but incredibly effective, system of many duplicateable small steps that can help anyone follow the path to their dreams. Even after realizing her dreams and reaching all of her material goals, Gabi Steiner continues to build her business by meeting new people and helping her down-line. Ask her why and she might say, "Because it's fun. If it's not fun, you're doing something wrong, but when it is fun, I want to do it anyway."