

Pay It Forward, One Step at a Time

By Jan Vermeiren

The power of networks and the network marketing profession is that the things they touch can grow exponentially—your business, for example, but also the good they foster in the world.

To bring about change towards our visions of a better world, we have to take small steps—steps that don't require much effort, time or money—so that there will be no barriers to actually doing them. On their own, such small actions may seem like they don't mean that much, but combined they do indeed make a difference.

Let me suggest a simple way to start adding to the good in the world right now. In the tradition of the movie *Pay It Forward*, think of something you can do for someone else, and do it.

Now, every time you receive something from someone, be grateful and put it on your (mental) "pay-it-forward" list. For example, every time a customer buys something from you, someone gives you helpful advice, a supplier delivers good products or customer service, or your spouse, children or friends make you laugh, make a mental note of it.

At the end of the day, pick

one person from your list you're going to do something for. You don't need to go miles out of your way for this person. (You could do that, but chances are you wouldn't keep it up for long.) Just make a small gesture.

Then let the magic of networking do its job. What does the magic look like? *It connects people with each other.*

Why is connecting people with each other such an important and profound action? Because you never know what bonfires this little spark might create. And the beauty of it all is, it doesn't cost you any significant money, time or effort.

Moreover, whatever you send out comes back to you in one form or another. This is the Law of Reciprocity. But the law only works when you give without expecting anything in return, when you are equally open to give or to receive. Expectations aren't part of the equation. Most often, you won't even know how or through whom your gift was returned.

Good is continuously being created all around us, but most of the time we simply don't notice it. We are too busy with other things, or not in the right frame of mind to notice it. Start

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actively looking for it, like a game of hide-and-seek, hunting throughout your day for the ways in which people return the favors you've shared with others. And be grateful when this happens.

So, who are *you* going to connect to today? ■



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