



# Terms and Conditions

## **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 fields.

You are encouraged to print this book for easy reading.

# Table Of Contents

**Chapter 1:**

Purpose-Driven Living and Action-Driven Living

**Chapter 2:**

Action Needn't Be Physical All the Time

**Chapter 3:**

The Purposes in Your Life – Purposes Vs Aspirations

**Chapter 4:**

Turning Aspirations into Purposes – Setting Milestones

**Chapter 5:**

Turning Purposes into Achievement – Seeking Goals

**Chapter 6:**

“I Came, I Saw, I Conquered”

**Chapter 7:**

Effectual Mechanics – Sifting through the Dust

**Chapter 8:**

The Difference between Living and Existing

**Chapter 9:**

What Shouldn't Faze You

**Chapter 10:**

Never Giving Up!



# Introduction

*Network marketing is not the same old routine it was in the Baby Boomers' generation. Several things have changed. Things like door-to-door calls, cold calling, etc. are just passé. Today, network marketing has gone online in a very large way.*

*Here, in this eBook, we shall see how people have taken network marketing ahead and what you can do to realize its full potential.*

---

# **Chapter 1:**

Purpose-Driven Living and Action-Driven Living

---

# Summary

*People are divided into two categories on the basis of what they do to achieve their success in their lives. They are either purpose-driven or action-driven.*

## **Purpose-Driven Living and Action-Driven Living**

The whole world can be divided into two types of people. We are speaking of the achievers here – but with achievement we don't refer to those who have become multimillionaires or beyond! We are speaking about ordinary people who achieve the usual things in life. Such people can be divided into two groups – those who carry on in a purpose-driven manner and those who carry on in an action-driven manner. At the end of it all, it doesn't really matter which side of the fence you are sitting on. Both these are paths to success.

When you are living in a purpose-driven manner, you are streamlining your line so as to achieve specific purposes in life. You set your goals and these goals become the be-all-and-end-all of your life. All your efforts are dedicated toward achieving these goals. You might want to do that in the short term or in the long term, but most of the efforts in your life are targeted at attaining those objectives.

People who live an action oriented life do things in a different manner. They do set goals as well, but for them it is not the product but the process that's more important. They plan their processes for the sake of carrying out their processes. They are quite dedicated in what they do. Though it will make them quite happy to achieve what they are looking for, it is the journey that interests them more than the destination.

For example, if your purpose in life is to become a millionaire, and everything that you do and plan is toward achieving that goal, you are living a purpose-driven life. For you, it doesn't matter what you do to reach there. Your activities in life are just a means to the end. But, if you are action-driven, what you do to become a millionaire will really matter to you. You will be completely engrossed in the things you pursue to reach the goal. You might learn something to reach there. You might start a business. You might network with people. When you are



living an action-oriented life, these things matter to you more than actually reaching your goal of becoming a millionaire.

---

## **Chapter 2:**

Action Needn't Be Physical All the Time

---

# Summary

*It is quite erroneous to assume that action is only what we do physically.*

## **Action Needn't Be Physical All the Time**

### Action Needn't Be Physical All the Time

People have a very wrong notion about action. The word action has got a very Hollywood-esque meaning for most people. For them, action needs to be physical. So if you say someone is performing some action, it usually means that that person is doing something with hands or feet or whatever. The sad part about this is that people don't take the mind into account. What we really need to remember here is that a lot of action starts in the mind. And a lot of it ends in the mind as well.

Yes, thinking is as good an action as any.

Your thinking can come in various ways. Your planning, for example, is an action-oriented activity. You are thinking. You are using the channels of your brain. This is serious work!

So, with anything that you take up, you aren't beginning to work only when you start it physically. It begins right when you start thinking about it. Nowadays, we speak a lot about the power of thought, about how thought can make things happen. If you think about something hard, you are predisposing yourself into doing things that way. For example, if you think highly optimistically about buying a new car, you are very likely to do things that take you toward it.

This is how thought works. It brings results. That is why thought is a very integral part of your whole life. You do most things the way you think. If this isn't action, what is?

It is quite right to say that action needn't be physical all the time. It is manifested in various other ways, and a very significant manifestation of it is in through the way you think.

So begin planning for what you want to achieve. This is really where your action-driven life makes a start.

---

# **Chapter 3:**

The Purposes in Your Life – Purposes Vs Aspirations

---

# Summary

*Understanding the difference between purposes and aspirations.*

## **The Purposes in Your Life – Purposes Vs Aspirations**

Most of the people who make lethal mistakes in their lives do so because they confuse themselves between two very important aspects that govern their lives – their purposes and their aspirations. Since we are trying to see how to add more value to your life, it becomes very important to understand the difference that lies between these two. Let us see how purposes and aspirations differ from each other and why it is crucial to understand this difference.

Imagine that you want to become an actor. Now, that is called as your aspiration. You aspire to become an actor, to see yourself on the cinema screen, on the billboards, etc. When you aspire to become something, you also aspire for all the baggage that comes along with it. Aspirations are like a perfume that spreads in various directions. They don't have a fixed focus and most times, they are abstract. Like, you may want to become an actor, but you don't have any preferences about what kind of actor you would want to become. You don't mind if you become an actor in action flicks or in romcoms or even on television or on Broadway. The only thing you aspire for is to become an actor, but you don't have preferences there.

Now, purposes are vastly different. Like aspirations, they aren't vague. They are concrete. When a person has a purpose in mind, there is something definite in their mind. They are actually doing something in the direction of achievement. Like, you take up an acting course because you want to become an actor. Now there you have a purpose. You aren't just shooting in the dark. You are doing something so that you can achieve what you dream about.

We have spoken about purpose-driven and action-driven lives before. So we know that action is even more superior to purpose. So, when you take up the course, you have to go right ahead and follow it through. You have to practice, you have to rehearse and you have to mold yourself so that you become the actor you want to become.

When you just dream about doing something, you lead an aspiration-driven life.

When you decide to take steps in order to fulfill your dreams, you lead a purpose-driven life.

When you actually act on those steps so that you can fulfill your dreams one day, you lead an action-driven life.

It is not difficult to understand which kind of life is the most enriched in quality.



---

# **Chapter 4:**

Turning Aspirations into Purposes – Setting Milestones

---

# Summary

*The first step of converting your aspirations into purposes involves converting them into plans and strategies.*

## **Turning Aspirations into Purposes – Setting Milestones**

Purposes are the next step of aspirations. But they aren't the next automatic step. They are a step that comes only after to begin working in that direction. You have to start working in order to convert your purposes into aspirations.

Actually, this is the beginning of your action-driven life, but you should know that you still have to go a long way ahead.

The best way you can make your aspirations into purposes is by setting milestones for yourself. You cannot achieve what you dream at a short notice. Most people make the biggest mistake of their lives here. They dream, but then they decide that their dreams are too fantastic and never take any steps in the direction of their fulfillment. That isn't how an action-driven life works at all. Why, that's not even a purpose-driven life!

If you want to become the head chef on a cruise ship on the Caribbean, you should not expect to get that just like that. You will have to set milestones for yourself. First, finish your college. Then take up a professional hotel management course. Then work as a chef in a small establishment till you build up a résumé. Then take the bold step of approaching the bigger establishments. Work your way to the top.

But if you just have an aspiration and never set purposes to veer it toward fulfillment, then your aspiration becomes totally meaningless. You don't want to let that happen.

Whatever you want to achieve, you can do it. Pep yourself into thinking that way first. Then, sit down and work out those milestones. Prepare a blueprint for yourself. Put it into raw figures. Mention by what year you will accomplish what. It might take a few years, but when it is a life's aspiration, the period doesn't matter. What is important that you have to achieve things. Take them one step at a time.

As you keep getting one thing after another accomplished, your confidence levels will start boosting vastly. Each time your confidence gets renewed, you will want to take on the next purpose with greater energy. Slowly but steadily, you shall achieve what you have set your heart upon.

---

# **Chapter 5:**

Turning Purposes into Achievement – Seeking Goals

---

# Summary

*How to convert your plans into achievements.*

## **Turning Purposes into Achievement – Seeking Goals**

Now, comes the next step. First, you dream. That's your aspiration. Then you sit down and think how you will be able to fulfill those aspirations. That blueprint, which contains your various milestones, are your purposes. These are the things you need to do. So, what comes after that? Simple – now you have to act! You have to now convert your purposes into achievement.

The good news is that most people who don't achieve what they dream falter at the first step, which is:-

Aspirations → Purposes

That is because most people dream, but few are moved to do something about it, such as beginning to plan for it. However, if you do reach the initial stage of planning, there's very little chance of you not doing it. Hence, what's important is to motivate yourself to build the initial plans. Once your blueprint is ready, you will be encouraged to follow it through.

Once the machine is set into motion, the motivation keeps on coming. You plan, you act, you achieve. Since you have set various milestones for bringing your plan to fruition, you aren't going to achieve everything in one big gobble. Anyway, things don't usually happen like that. You are going to swallow one bite at a time. You are going to get one little success at a time. Good enough! Each little success that you get tells you that you can. It tells you that you have come one step closer to getting your dream realized. You move more speedily toward success at the next milestone.

In any accomplishment, it is always the start that's problematic. As things begin materializing, even little things, you see that your energy increases as well.

If your aspiration is to have a house, you must start setting yourself various purposes, viz. milestones. These could be multiple, of course, and you would need to set them according to their priority. Probably one of your first milestones is to speak to a financier about financing options. If you do accomplish that, i.e. if you find a bank that verbally tells you it can give you the mortgage you are looking

for, you are definitely motivated to take the next step. Your momentum increases drastically because now you see your aspiration taking shape. When the next step gets fulfilled, probably you get a real estate agent who locates a property for you that you like, your speed increases in multiples. It goes on like that, till it begins to seem like you are on a collision course with your target, which is nothing but your aspiration!



---

# **Chapter 6:**

“I Came, I Saw, I Conquered”

---

# Summary

*Most of the successful people have lived according to this dictum.*

## **“I Came, I Saw, I Conquered”**

So we have seen the three important things it takes to materialize any dream or aspiration you have in your life.

- Aspire
- Set milestones
- Achieve!

It will be quite unusual that there will be occasions when this system will fail. But, there are definitely times when the whole process can go much faster. One of these ways is when there's an opportunity looming.

Yes, this is a whole different story. Opportunities come knocking at our door. We know all about those clichéd sayings. But these sayings would not have become clichés if they weren't true. However, what we need to remember here is that if we are at the right place and at the right time, things are quite expedited.

You have to first 'come'. This means, you have to be aware of what is happening around you. Keep your eyes peeled. Keep your mind functioning at all times. Know that opportunities come in various shapes and sizes. An email can change your life. The advertisement behind your bus ticket could be the turning point of your life. A phone number carelessly thrown about could be it. The secret is to never denounce anything. Don't let 'no' be your reflex response to anything. When anything cold calls you, don't say 'no' just out of annoyance. Hear them out. They could have something substantial for you. Hearing doesn't infringe on anything, anyway.

Next, you have to 'see'. This means you have to evaluate what you have just stumbled upon. Do your research. Is this worth it? Ask around. Check on the Internet. There are forums about anything and everything nowadays. Meet those people in person if you think that could help you decide. Involve someone knowledgeable whom you can trust. Without seeing, you must not plunge into anything, relevant or irrelevant.

The ultimate step is to 'conquer'. When everything fits, there's no reason why you shouldn't put all your energies into conquering it. Make the most of what you can. You started with the aspiration of achieving what the opportunity held for you, now you have to unleash your action-driven life upon it to achieve that glory.

---

# **Chapter 7:**

Effectual Mechanics – Sifting through the Dust

---

# Summary

*Learning to separate the useful from the useless.*

## **Effectual Mechanics – Sifting through the Dust**

So long we have been talking about what you must do in order to achieve what you have set your mind upon. But there are still several niggling problems that might come in the way.

For instance: What do you do when there is more than one option to take you where you wish to go?

This is bound to happen. We live in a highly competitive world today. There are more options than one can handle for just about everything. Even if you have to take an educational course, there are hundreds of avenues open usually. If you have to take up something like a work-at-home business opportunity, there's no need to point out how many options are available. Just simply Google this phrase and astound yourself!

What do you do then?

Here, you need to start sifting through the dust, just like how a diamond sifter would sift through the dust to get at whatever precious stones might be found. You have to do the same. You have to evaluate the worth of every option. It might sound brutal, sound like you are becoming a part of the system, but then you have to do that in case you have to rule the system.

Ask yourself these questions:-

- “Is this going to be worth my time and my investment?”
- “Is this option better than the others? In what way? Are the benefits clear on the surface for all to see?”
- “Is there a good review of this option wherever I research?”
- “What are the pitfalls? There must be some.”

→ “How fast will this milestone get accomplished? How much nearer will I be to my eventual goal after accomplishing this?”

→ “How much value will this add to me as a person?”

It is very difficult to get positive answers for everything, but go by the law of numbers. Whatever has the best positive answers should be the winner.

This is known as effectual mechanics. You are moving along, so that becomes mechanics. But you aren't just ambling along. You are taking a very conscious decision about what you need to achieve. You are making sure your efforts become efficacious. You are taking pains here not to make even one step in the wrong direction.

Only when you apply effectual mechanics to the hilt will you be able to take up the right options from among those available to you and move closer to success.



---

# **Chapter 8:**

The Difference between Living and Existing

---

# Summary

*It is important to learn to live.*

# The Difference between Living and Existing

Everyone exists. Only a few live.

Existing is a biological phenomenon. We breathe, we eat, we drink, we exert ourselves physically, we assert ourselves mentally. That's existence. We are life. We go on. We perform our biological tasks and then we die. That's existence.

However, living is a wholly different ballgame. You don't live just by breathing or eating or drinking. You live when you show that you have an individuality of your own. When you are able to plan and strategize and do things that refine you as an individual, you live.

We all live to an extent. But the extent of life is different in each of us. This is shown in the quantum of success that each of us receives. By taking our discussion further, we could say that a person who gets more successes in life lives better than someone who gets lesser glories. So, life isn't an absolute concept. It is relative. It depends on the quality of success you get.

Existence is an absolute concept. Everyone exists. The mathematical value of existence should be 1.

But the mathematical value of living can be anywhere between 0 and 1.

Whether your living is closer to the 0 or the 1 is decided by how you tackle situations in your life. Do you allow things to just happen and go on by your instinct? Or are you opinionated about everything and make rational decisions? If you actually do things that bring you closer to achievements, you are living and not merely existing.

It is highly important for us to know this difference and to make sure that we live and don't just exist.

Remember that dogs, cats and monkeys exist. Humans are meant to live.

---

# **Chapter 9:**

What Shouldn't Faze You

---

# Summary

*Things that shouldn't pull you back.*

## **What Shouldn't Faze You**

To some of you reading this, the methods and principles that are described here might seem too simple. It is quite easy to say how one can so easily move on from aspiration to achievement in anything. All right, one thing that needs to be cleared here is that the most important chunk in your entire journey from dream to destination is the purpose phase, the phase when you set yourself all those milestones. This is what separates the boys from the men, so to speak. Your planning is the ground on which your actions are based on, not the other way round. So, if you plan incorrectly, your actions are going to be a colossal waste.

However, there are some ideologies you have to abide by – some things that you must remember as you are trying to move toward your goals. That thing is to know that there can be failure.

Action isn't without its perils. Not all action becomes substantial. There are times in which you might be punching in the dark, trying to hit at something but without managing to do so. This could deter you. This could make you bail out of the situation and go back to where you were before. But this is exactly where you shouldn't move your ground.

If you let the difficulties get at you, you aren't going to make any headway toward your goal. Have you read about the Law of Attraction? It keeps coming up in everything that we have to say about success nowadays. This law simply states that if you think about something so strongly that you can taste it, the whole universe will align itself in a way so as to bring you closer to your goal. This is a very poignant law; every bit of it is ingrained in verity. Now, these challenges that come your way are the universe's way of evaluating you. Are you worthy of what you are trying to seek? If you pass these tests, you will see that the going after that will be pretty smooth. Hurdles usually come as teething problems. After that, it's usually just a question of keeping yourself motivated.

The most important point is to never get bogged down in the face of difficulty. Never succumb to the thought of, "This is beyond me." It isn't. Think coolly about it and you will see the light at the end of the tunnel.

---

# **Chapter 10:**

Never Giving Up!

---

# Summary

*How to learn never to let go before you have accomplished.*



## **Never Giving Up!**

To wrap it all up, we must say that you should never give up. You make plans for achieving things in life and even act in accordance to those plans, but it is not necessary that everything will fit in like it does in a jigsaw puzzle. Sometimes, you will find that there are pieces that are too obstinate to fit. However, you should not do to hammer these pieces to fit. This could be the wrong place. You must look for another place to fit that piece. The same is with the problems that will hound you. Your efforts were right, but probably you used them in the wrong place. Don't try to redouble your efforts in a place where they aren't likely to bring in results. Instead, start looking for other places where your efforts might become useful. You might need to change your approaches too often.

The point is to become relentless. Be unstoppable. If you bow down to the impediments and difficulties that can and will come in your path, you will not be making much progress.

Never give up. That's the gist of it all. Instead of removing yourself from the situation, try to use another way of tackling the particular affair.

If you are living an action-driven life, you will find this very easy to do. For you, it is the journey that is more important than the destination. So, you wouldn't mind applying your efforts in another area. You will also not mind the experimentation that goes on with such dynamic approaches. Sooner or later, you will find the one place where your efforts will really mean something.

So, go ahead and become unstoppable. By doing that, you have nothing to lose. Give one thing your best shot, and if that doesn't work, give your best to something else. This is the true meaning of living an action-driven life. You act, and don't really hope for the results. They happen incidentally when the act falls into place.

## **Conclusion**

*Now you know what an action-driven life actually entails and what you need to have to live such a life.*

*The benefits of such a life are many, which make it quite worthwhile to consider living this way.*

***All the Best to You***