

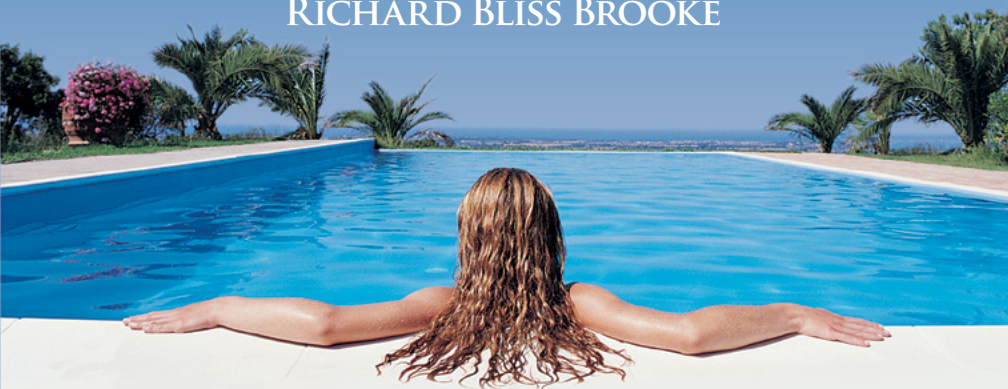
THE FOUR YEAR CAREER®

SIXTH EDITION

HOW TO MAKE YOUR DREAMS OF FUN
AND FINANCIAL FREEDOM COME TRUE

OR NOT...

RICHARD BLISS BROOKE



FEATURING INDUSTRY LEADERS:

**Ann Feinstein, Margie Aliprandi, Kimmy Everett, Garrett & Sylvia McGrath,
Tina Beer, Andi Duli, Brian Carruthers, Denice & Tom Chenault, Lisa Carter,
Bo Tanas, Donna Johnson, Pamela & Kevin Barnum, Romi & John Neustadt**

ON REVOLUTION

“It is in the nature of revolution, the overturning of an existing order, that at its inception a very small number of people are involved. The process in fact, begins with one person and an idea, an idea that persuades a second, then a third and a fourth, and gathers force until the idea is successfully contradicted, absorbed into conventional wisdom, or actually turns the world upside down. A revolution requires not only ammunition, but also weapons and men willing to use them and willing to be slain in the battle. In an intellectual revolution, there must be ideas and advocates willing to challenge an entire profession, the establishment itself, willing to spend their reputations and careers in spreading the idea through deeds as well as words.”

Jude Wanniski, 1936-2005

The Way the World Works (Touchstone Books, 1978)

THE FOUR YEAR CAREER[®] SIXTH EDITION

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OR NOT ...

BY

RICHARD BLISS BROOKE

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ISBN 0-9700399-2-1

Published by High Performance People, LLC
1875 North Lakewood Drive
Coeur d'Alene, Idaho 83814
Telephone 855.480.3585, Fax 888.665.8485
Printed in the United States of America

This book is intended to be a fair and honest view of the Network Marketing income model. The core profession has been historically called Direct Sales, where a person directly sells a product or service to others outside of a retail establishment. Direct Sales has been a profession for thousands of years. In fact, it is the original method of sales and business.

In 1945, **California Vitamins** revolutionized the direct sales industry when they allowed all sales reps to recruit other sales reps and earn a commission on their sales ... and the sales of many generations of sales reps below them. This paved the way for Network Marketing as we know it today.

Network Marketing is also referred to as Multi-level Marketing, Referral Marketing, or Social Marketing. It is present in many messages and exists in many sales channels, including the Internet and even retail establishments. Occasionally, the classic pyramid scheme masquerades as a Network Marketing company. The differences are clear and easy to discern, and the guidelines are detailed in chapter 2.

The Network Marketing profession produces now over \$32.6 billion in annual sales by 16.8 million US-based direct sellers and is represented by The Direct Selling Association, a 100-plus-year-old trade association based in Washington, D.C.

AN INTRODUCTION FROM RICHARD BROOKE



In 1977, I was working at Foster Farms, the single largest chicken processing plant in the world. With only 36 years to go until retirement, I decided to change course; and at the age of 22, I joined the ranks of the Network Marketing profession. It took me three years to make a living at it. I quit 100 times my first year and watched thousands quit who joined before, during, and after me.

Then I figured something out—and three years later, I had 30,000 active partners building the business with me. Sure, people still failed and quit, but 30,000 people stuck with it. I was earning \$40,000 a month in 1983 at the age of 28. I have earned millions since and have coached tens of thousands to earn \$500 to \$5,000 to \$50,000 a month and more.

I figured out how to make Network Marketing work. So have a lot of other people.

Thirty-six years later, I have seen thousands of companies come and go and hundreds of thousands of hopeful Distributors quit before they made it ... or maybe they would have never made it. I have seen our profession dirty its pants with its own greed, selfishness, immaturity, and general lack of character within its leaders. I have heard all the rational experiences and factoids about how and why this profession is the scourge of the earth. Many of those perspectives are right on, well deserved, and make total sense.

I have also seen that, for those people who “figure it out,” their lives are forever enriched financially, physically, emotionally, and spiritually. Some would say that it’s not fair that only a few people create the success they want in Network Marketing. I would say that everyone who “takes a look” at Network Marketing as a part-time income or a significant wealth-building alternative has the same opportunity to succeed. Life is not fair if you define fairness as “everyone wins.” My mentors never promised me life would be fair. They just promised me it would “be.” The rest was up to me.

In 2012, had I stuck it out, I would have been retiring from Foster Farms. That’s not a bad thing, just different. I loved the people there and even enjoyed the work.

Instead, I have traveled to every state in our union at least twice, to every province and territory of Canada, and to over 20 fascinating countries (including my favorite, Cuba, three times). I’ve built incredible relationships with thousands of people from all over the world and had incredible successes, as well as my share of mind-bending failures. My favorite people in the world are still my high school buddies and my favorite places in the world are still

where I call home—beautiful Coeur d’Alene, Idaho, and Carmel, California. I am grateful to be able to clearly make the distinction between my life as it is and what it would have been had I stayed at Foster Farms.

I suppose a person can figure out how something won’t work or figure out how it will. Either way, each attitude is a self-fulfilling prophecy.

Success



In March 1992, *SUCCESS* magazine featured the Network Marketing industry’s skyrocketing success as its lead story. It was the first time a mainstream publication had done so in the industry’s 50-year history. That is your favorite chicken chopper turned CEO, Richard Bliss Brooke, in the middle picture. (You can read about how they selected him in *Mach II With Your Hair On Fire*.) It outsold every issue in the 100-year history of the magazine.



More recently, Richard and his wife Kimmy were featured on the March/April 2015 cover of *Networking Times*® magazine. This is one of the most well-respected publications in the industry and is a trusted

resource for thousands of entrepreneurs and Network Marketers. In their article, Richard and Kimmy share their vision for the future: to inspire Network Marketing leaders to promote, prospect, enroll, and lead in such a way as to create trust, admiration, and respect.

Richard Bliss Brooke has been a full-time Network Marketing professional since 1977. He is a former member of the Board of Directors of the Direct Selling Association, a senior member of the DSA Ethics Committee, as well as:

- Author of *The Four Year Career®* and *Mach II With Your Hair On Fire, The Art of Vision and Self-Motivation*
- Owner of a Network Marketing company
- Industry Expert and Advocate
- Motivational Seminar Leader
- Ontological Coach

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CHAPTER

1

A FOUR YEAR CAREER VS. A FORTY YEAR CAREER?

Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure, or nothing.

— HELEN KELLER

A FOUR YEAR CAREER VS. A FORTY YEAR CAREER?

The 40/40/40 Plan

Since the dawn of the Industrial Revolution, over 250 years ago, the idea of a career has been to work (at least) 40 hours a week for 40 years for 40% of what was never enough for the first 40 years.

The mandated path for most of us was:

1. Get a good education ... a four year degree is your ticket.
2. Get a good job with a big company ... with lots of benefits.
3. Work for 40 years to retire and enjoy the golden years.

Things have changed a lot since then. Your company is more likely to file bankruptcy to avoid paying your retirement than it is to honor it. Even states, counties, and cities are starting to face the fact that they overpromised and can't deliver, and are filing bankruptcy to ditch their retirement and health care obligations. And even if the retirement is there ... even a 401k, there is rarely enough income from this model to have a grand ol' time in your golden years. Most people just hunker down and run out the clock. I don't know, maybe they think this is a trial run and they get another shot at it.

Investing in Your Future

Today, tech companies are paying kids (16–20 year olds) to pass on college and “get in here and create products with us *now*.”

All things being equal, college is still smarter than no college. But some kids are figuring out if they invest those four full-time years toward their business ideas and talents, they can find success much quicker, without the debt of college tuition. Think Bill Gates, Steve Jobs, and Larry Ellison ... they all quit college to launch their empires.

Most young adults following the college model do end up well trained to get a job, but are also well saddled with debt. This debt cannot be discharged in bankruptcy, it can rarely be renegotiated, and most people are ill-afforded to pay it off. And since most people in their 30s and 40s are not even working in the career they majored in, the debt they are carrying is a depressing load.

If you are intent on becoming a doctor, lawyer, engineer, or CPA, the more education you get, probably the better. But there are other viable options if you choose to consider them. The cheese has been moved (an idea defined in the book *Who Moved My Cheese?* by Spencer Johnson).

Not only has the cheese moved, it has been cut up in a lot of different pieces and put in different places. There is a big piece of it over in Network Marketing.

The Four Year Career Alternative

The Four Year Career is simply a Network Marketing plan, and as such, is not a guarantee. It is just a model to consider and study ... perhaps engage in, believe in, and “graduate” from four years later with no debt and a significant Asset Income that could provide freedom of choice for the rest of your life.

Most people do not build a Network Marketing empire in four years and enjoy a fabulous life from that point forward.

But they could. This book is about the “could.” Just the could. If you take from this that it is a promise, you are misreading the intent. There are no guarantees. Just ask all the graduates still looking for a job that pays more than \$50,000 a year.

First, we need to understand it ... not from rumor, and not from Uncle Bob and his train wreck in Network Marketing 20 years ago. Understand the facts, just like we understand how succeeding at getting a job works.

Then, we need to find something about the process that appeals to us. Maybe it is the allure to earn a king’s ransom, maybe it is the freedom to work from home, maybe it is the flexibility to choose your own schedule, maybe it is to live/work anywhere you choose, or maybe it is the spiritual, leadership, communication, and relationship-building skills you will learn. The bottom line: you must have a really good reason to take a road less traveled, otherwise it is too dark and scary.

Lastly, you need to learn to believe that it will work for you and those to whom you offer it. This takes time, but it is the most important aspect of “figuring it out.” ***Belief does not come from success. Success comes from belief.***

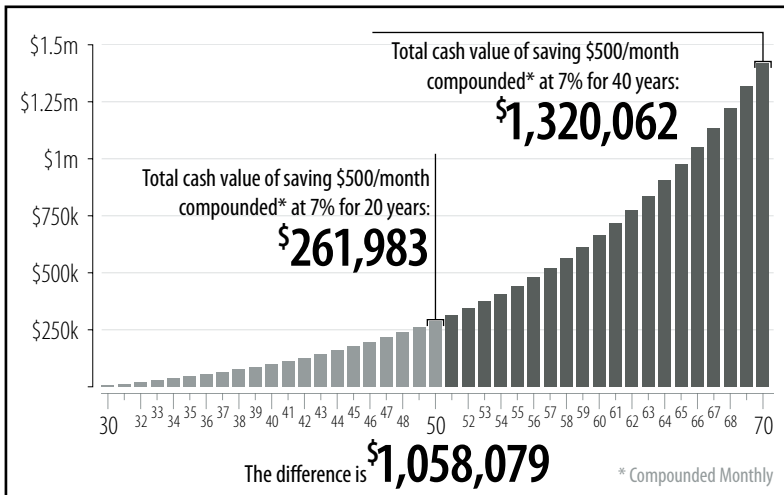
The rules most of us grew up with have consistently been thrown out the window over the past 30 years. Loyalty to one particular job no longer provides security. A four-year degree might get you a job, but that’s about it. The average person today will change jobs seven

to ten times in their lifetime.

Saving and investing won't start to happen for most people until their kids are out of college—when most adults are well into their fifties. Starting to invest at age 50 only leaves about 20 years for accumulation. As you can clearly see from the compounding chart below, it is not so important how much you invest, but for *how long* you invest.

Take a close look at the compounding chart for a reality check. Invest \$500 a month at 7% from age 30 to 70, and you will have over \$1.3 million. That asset will pay you \$84,000 a year for life at 7%. How much would you need to invest to end up with the same amount if you wait until you are 50?

In order to achieve the same cash value in only 20 years (starting at age 50 through age 70), your required monthly investment is nearly \$2,500!



And notice I used a 7% return. That is quite a generous assumption. What are you earning on your investments on average since you started investing? 2%, 7%, or 10%?

The Investment Strategy

What about investment strategies? The models for us to choose from have traditionally been real estate and equities.

Liquid Investments/Equities

Most of us already have these kinds of investments to some extent. We take what we can or will out of our paychecks, after paying taxes and all of our bills. If we are fortunate and/or frugal, we might end up with 10% to invest ... perhaps \$500 to \$1,000 a month. For many people, it's just the opposite ... they are going in debt \$500 to \$1,000 a month and are just "hoping" something will change. Which group are you? Whom do you know in the latter group? What are their options for change?

The save and invest system does work when we work it. We need to invest consistently, every month, and we need to invest in ways that produce at least an aggressive return over time, such as 7%. Any one of us who started doing this from our first working years would end up with a sizable nest egg. For those who waited, the results are less favorable. And equities can go from 100% to zero overnight if you pick the wrong investment, such as Enron, Global Crossing, MCI, AIG, Bear Stearns, Washington Mutual, IndyMac, Goldman Sachs, Kodak, Hostess, General Motors, Saab, American Airlines, MF Global, Borders, Solyndra, Lehman Brothers, Delta Airlines, WorldCom, etc.

Real Estate

Many of us gain most of our net worth through the payments we make over time on our own home. This works because we must pay someone for a place to live; therefore, we are consistent with the investment. In higher-end markets and any waterfront communities, historically the return is much more than 7%. However, we have also seen market corrections that have dropped real estate values by up to 50%, even in those coveted California and Florida markets.

The Challenge

For most people who consider these strategies, it is deciding what to invest in, and more importantly, where to get the money to invest. These strategies work great if you have the extra \$1,000 a month to invest every month without fail for 25 years.

And unfortunately, the downturns in the markets rarely give notice. Those who even invest for a living are, for the most part, completely caught off guard. Those of us who invest as a necessity are caught in the landslide.

CHAPTER

2

WHY NETWORK MARKETING?

Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows neither victory nor defeat.

– THEODORE ROOSEVELT

WHY NETWORK MARKETING?

There is a third strategy that anyone can employ to build extraordinary wealth and financial freedom, regardless of age, experience, education, income level, or social status: Asset Income from Network Marketing.

A Network Marketing Income Offers Huge Advantages

1. You can build it part-time, any time.
2. You can build it from anywhere, any city, any virtual office.
3. You can launch it for \$500 to \$1,000.
4. You are in business for yourself, but not *by* yourself, meaning your host company will do all the heavy investing and lifting—from product development, legal groundwork, customer service, data processing, banking, sales training, marketing, branding, and even social media.
5. Your business partners—those above you in the network in terms of seniority and lineage—have a vested interest in your success. Somewhere in your team, someone is making it work and they want more than anything to teach and motivate you to make it work for you.
6. You can create enough tax deductions alone each year to make it worthwhile.
7. You can learn it while you earn it. You can create cash flow your first month.
8. You can earn an extra \$500, \$1,000, \$5,000 or more a month—every month—to invest in the traditional options of real estate and equities.
9. With time and success, your income will be produced for you by hundreds, perhaps even thousands of people, each pursuing their own success. This creates an Asset Income, meaning

it could go on forever regardless of whether you are working hard at it or not. A pure Asset Income creates an asset ... or net worth.

The asset value of your Network Marketing income will be approximately 200 times your monthly income. If you are earning \$5,000 a month in residual Asset Income, and you can rely on it continuing, your Asset Income could be worth \$1 million.

How much would you have to earn to invest enough to build \$1 million in real estate or equities? How long would it take? How much would you have to sacrifice in your *lifestyle* to do it?

It is 200 times easier to build your net worth all three ways, using your Network Marketing income to fund the other two options. And you can get to your target net worth in five to ten years, versus it taking your whole lifetime.

Yeah, But Why Network Marketing? Let's Start With a Couple of Simple Facts

**Fact #1:
It's legal.**

In the US and around the world in over 70 countries, Network Marketing has been legally used for product distribution and compensating Distributors for more than 60 years.

During this time, Network Marketing has repeatedly been upheld by the federal and state courts as a legal distribution and compensation method, when the following legal guidelines are followed:

1. The main objective of the business is selling viable products or services at a market-driven price. Meaning, there is a market for the product from consumers absent of the financial opportunity. The test is simple. Would you or do you have customers who are buying this product without any connection to the Network Marketing financial opportunity? Is it a real product at a market-driven price or is the product a shill in a money game?
2. Potential incomes can't be promised. Even hypothetical incomes can't be inferred without the appropriate disclaimers. This is not an even playing field with the rest of the business world ... even lotteries get to hype us into thinking we might win millions (even though we have better odds of getting struck by lightning). But beware of Network Marketing companies that hype the income without transparency.
3. Distributors are not paid for the act of recruiting others (headhunting fees). Income has to come entirely from the sale of products.

There are many products or services that Distributors will be “customers” for as long as there is a financial opportunity to go with it. The means justify the end. Unfortunately, when all the shine wears off, no one continues to use the product. This is a pyramid scheme. The true test of a legitimate Network Marketing company is whether most of the product is sold to consumers who are not earning any commissions or royalties from the opportunity. Most Network Marketing Distributors start out pursuing the income opportunity, but once they give up, they settle in to being customers. Most companies' total sales are made up of these “wholesale” customers. Maybe they sell enough to get theirs for free. This is easily 70% of most Network Marketing sales forces. They don't have any sales reps on their teams. They are just using the product. They

are customers. The other 30% is made up of those earning a few hundred to a few thousand dollars a month.

The concept attracts very dynamic promoters—some are ethical, some are not. Many Network Marketing companies have crossed the line legally and have been the subject of negative media, as well as civil and criminal penalties. However, I also seem to be reading in the last few years about the banking and investment industry, the oil industry, and the drug industry being indicted, prosecuted, fined, and sometimes seeing their executives imprisoned. Such is the nature of free enterprise in the wild, wild West.

Fact #2: Most companies fail, some succeed.

There are an estimated 2,000 Network Marketing firms distributing over \$32.6 billion a year in goods and services in the US alone. *Less than 300* of those are Direct Selling Association (DSA) members. *There are a few legitimate and successful companies that are **not** DSA members* for reasons of their own. DSA membership is a high bar of legal and ethical scrutiny. A DSA member company has already been vetted by a rigorous process.

Most Network Marketing companies do not succeed. Most restaurants do not. Most dry cleaners do not. Most companies we went to work for just out of college or high school have already failed.

And some do succeed. Herbalife, Mary Kay, Forever Living Products, Nu Skin, and USANA are multi-billion dollar brands and have been in business and growing steadily for 30 to 60 years. Hundreds

of other companies sell between \$10 million and \$1 billion a year through millions of independent brand representatives.

This is the nature of free markets and enterprise.

Fact #3:
**Most Distributors give up long before
they could have succeeded.**

Some rare individual Distributors have earned and enjoyed long-standing Asset Royalty Income fortunes of *\$1 million or more* per year, for years. Some elite business builders, after investing 5 to 10 years, earn \$25,000 to \$100,000 a month. Many more earn from \$1,000 to \$10,000 a month. And the masses earn a few hundred.

And all of the above are those who did not quit.

Most individuals who pursue building a Network Marketing business give up before they see the level of success for which they hoped.

The average Network Marketer never creates enough success to warrant doing anything beyond buying product at wholesale. The fact is, people with average ambition, commitment, and effort usually don't do well in a business like Network Marketing.

Is that the fault of the system or the individual? Both, I think. Network Marketing is not easy. Whom do you know that is right now looking to get involved in Network Marketing? No one, unless they are already involved.

We obviously shed light on our misunderstood profession for enough people that 175,000 a week join one of our companies ... people who never thought they would ... given who they thought we were. *We are not entirely our reputation.*

We have a long way to go in educating the public and treating the public with respect and honor before there will be a public demand for our profession. That is one of the intentions of this book.

To be successful, one must have a high level of personal confidence, love talking to people, be comfortable creating new relationships every day, be coachable, and most importantly, be a proud ambassador of the Network Marketing profession.

Fact #4:

**WE are a major player in the global economy,
and we are growing!**

The Network Marketing method of marketing as an industry has grown 17 out of the last 20 years, including over 90% in just the past 10 years. A staggering \$178.5 billion worth of goods and services are sold worldwide each year in this industry.

Each week, about 475,000 people worldwide become sales representatives for one of these companies. That's 175,000 *each week* in the US alone.

There are 16.8 million Americans and 96.2 million people worldwide who participate at some level in this concept.

The Top 12 Billion Dollar Network Marketing Companies: 2013 Revenue

Amway

\$11.8 billion

AVON
the company for women

\$9.95 billion

 **HERBALIFE**

\$4.8 billion

VORWERK

\$3.7 billion

MARY KAY[®]
Enriching Women's Lives[®]

\$3.6 billion


natura

\$3.2 billion

 **NU SKIN**
THE DIFFERENCE. DEMONSTRATED.™

\$3.18 billion

 **Tupperware**[®]

\$2.67 billion


BELCORP

\$1.96 billion

ORIFLAME
S W E D E N

\$1.95 billion

 **PRIMERICA**[®]

\$1.27 billion

AMBIT ENERGY 

\$1.2 billion

Twenty-five years ago there were no books written on the subject of Network Marketing. Now there are dozens ... some have sold millions of copies. Fifteen years ago no mainstream magazines, newspapers, or television shows had featured the positive, uplifting opportunity of Network Marketing. Now there are hundreds of examples. Ten years ago there were virtually no “thought leaders” who endorsed our profession. Now many of them do.

There are thousands of companies and millions of sales representatives ... all looking to build their teams. This idea’s time has come. And it is about to explode ... in a good way.

It Works

The bottom line is, Network Marketing works and has worked to build extra—to extraordinary—individual wealth for more than 60 years. Some of the smartest people in the world are taking advantage of it.



Paul Zane Pilzer, World-Renowned Economist and Best-Selling Author of *The Next Millionaires*

“From 2006 to 2016, there will be 10 million new millionaires in the US alone ... many emerging from Direct Selling.”



Robert T. Kiyosaki, author of *Rich Dad Poor Dad* and *The Business of the 21st Century*

“... Direct Selling gives people the opportunity, with very low risk and very low financial commitment, to build their own income—generating assets and acquiring great wealth.”



Stephen Covey, author of *The Seven Habits of Highly Effective People*

“Network Marketing has come of age. It’s undeniable that it has become a way to entrepreneurship and independence for millions of people.”



Bill Clinton, former US President

“You strengthen our country and our economy not just by striving for your own success but by offering opportunity to others ...”



Tony Blair, former British Prime Minister

“Network Marketing is a tremendous contribution to the overall prosperity of the economy.”



David Bach, author of the New York Times best-seller *The Automatic Millionaire*

“... you don’t need to create a business plan or create a product. You only need to find a reputable company, one that you trust, that offers a product or service you believe in and can get passionate about.”



Tom Peters, legendary management expert and author of *In Search of Excellence* and *The Circle of Innovation*

“... the first truly revolutionary shift in marketing since the advent of ‘modern’ marketing at P&G and the Harvard Business School 50 to 75 years ago.”



Zig Ziglar, legendary author and motivational speaker

“... a home-based business offers enormous benefits, including elimination of travel, time savings, expense reduction, freedom of schedule, and the opportunity to make your family your priority as you set your goals.”



Jim Collins, author of *Built to Last* and *Good to Great*

“... how the best organizations of the future might run – in the spirit of partnership and freedom, not ownership and control.”



Seth Godin, best-selling author of *Permission Marketing*, *Unleashing the Ideavirus*, and *Purple Cow*

“What works is delivering personal, relevant messages to people who care about something remarkable. Direct Sellers are in the best position to do this.”



Donald Trump, billionaire businessman and owner of the Trump Network

“Direct Selling is actually one of the oldest, most respected business models in the world and has stood the test of time.”



Ray Chambers, entrepreneur, philanthropist, humanitarian, and owner of Princess House

“The Direct Selling business model is one that can level the playing field and close the gap between the haves and have-nots.”



Roger Barnett, New York investment banker, multi-billionaire, and owner of Shaklee

“... best-kept secret of the business world.”



Dave Ramsey, New York Times best-selling author and radio host

“Multi-level Marketing, Network Marketing, and Direct Sales are the names used by those in that type of company to describe how their business models work. Their detractors call what they do “one of those pyramid schemes” with a snarl. These companies are not pyramid schemes; they are a legitimate method for some people to make some side money and sometimes to literally build their own business.”



Warren Buffet, billionaire investor and owner of three Direct Selling/Network Marketing companies

“The best investment Berkshire Hathaway ever made.”

CHAPTER 3

NETWORK MARKETING MYTHS

Every man takes the limits of his own field
of vision for the limits of the world.

– ARTHUR SCHOPENHAUER

NETWORK MARKETING MYTHS

Myth #1: Getting in on the ground floor is the best path to success in a Network Marketing Company.

The truth is, it is the worst time to join. Most companies, including Network Marketing companies, go out of business in their first five years. Of course, no company is going to tell you that in their promotional materials. Everyone involved at the start of any company hopes it will succeed.

Another risk with a new company is that no company has its best foot forward early on. It takes years to develop competent, experienced staff, reliable procedures, and efficient services.

The best time to join a Network Marketing company is when it is at least five years old, or backed by a larger company. By then, it has demonstrated a commitment and ability to:

- Grow ethically
- Stay in business
- Honor its Distributors and Customers

And yet, this allows you the opportunity to get involved with the company before they are so well-known that everyone has either already given them a try, or decided they aren't interested.

Now, of course, if everyone adhered to this sage advice, none of

us would be here. To the pioneers and courageous (the risk-takers) come both the thrill of victory and the agony of defeat. The ground floor is not for the faint of heart.

Myth #2:

Network Marketing is an opportunity for someone who is not doing well financially to make some money—maybe even a lot of money.

Unfortunately, many of the success stories have perpetuated this myth with a rags-to-riches theme. Although there are enough people to substantiate the myth, it is still a myth.

The same skills it takes to succeed in any marketing business are required in Network Marketing:

- You must be assertive
- You must have confidence
- You must be dynamic in your ability to express yourself
- You must have enough resources to propel yourself through the challenges

Your resources should include working capital, contacts, time, discipline, and a positive, crystal-clear vision of where you intend to go with your business—whether it is easy or not.

The truth is that many people who are struggling financially are doing so for a number of reasons, including low self-esteem and/or lack of the basic skills and preparation that allow one to succeed in anything. Network Marketing is a powerful and dynamic economic model, but not so powerful that it can overcome a person's lack of readiness or persistence.

The fact is that the people who are already successful in whatever they do, tend to also succeed in Network Marketing. The great part is, they are apt to do better financially in Network Marketing because the economic dynamics are so powerful. Successful people are rarely in a profession where they can earn on the leverage of thousands of other people. Real estate agents, teachers, coaches, medical professionals, counselors, small business owners, beauty professionals, and physical fitness professionals may be stellar performers in their domain, but how do they create the opportunity to earn on the efforts of thousands of others in their same profession? Here, they can.

Myth #3: Network Marketers succeed by being in the right place at the right time.

Network Marketing is a business; it is not a hobby, a game, a scheme, a deal, or something in which to dabble. People who treat it lightly do not succeed. People who treat it as a new career, a profession, and a business have a reasonable opportunity to make it pay off very well. Professionals who treat it as a Wealth Building Art to be “mastered” eventually can earn a yacht-load of money. Most people invite a few people to look and then quit. Those who master it invite a few people every day for a year or two, and in that “practice,” they hone the art of listening more than talking, interpret rejection in a learning way, and discover how to craft their offer in such a way that someone actually WANTS to hear more. Just like any worthwhile career, it takes time, patience, and repetition.

Myth #4: The way Network Marketing works is the “big guys” make all their money off the “little guys.”

The “big guys, little guys” myth is usually perpetuated by people who define fairness as “everyone gets the same benefit, regardless of their contributions.” That is how socialism works, not how Network Marketing works.

In Network Marketing, the people who attract, train, and motivate the most salespeople earn the most money. Period.

There are basically three levels of participation:

Wholesale Customer

This is someone who gets involved just to use the products and buy them at the lowest cost. This often requires a little higher minimum order and an annual renewal fee, very much like being a member of Costco. Many Distributors end up just being wholesale customers after pursuing the income opportunity and deciding it is not for them.

Retailer

A retailer is a Distributor who focuses their efforts on just selling the products. In many cases, they do not understand the income opportunity well enough to sell it.

A retailer will earn 20% to 50% commission on their own personal sales, and the upper limit of their income will usually be in the hundreds of dollars a month.

Network Marketing Leader

A Network Marketing leader is someone who is a customer, a retailer, and an inviter. They understand the business model well enough to know the best upside is in getting Geometric Progression to work for them. Therefore, they are always inviting others to “just take a look” at the opportunity.

A Network Marketing leader may enroll as many as 100 people to build with them over their career. Out of those, most will just use the product, some will retail it, and a few will actually do what the Network Marketing leader did by enrolling others.

To be a successful Network Marketing leader, one must be able to enroll lots of people to sell with them, and they must be able to train and motivate the group to continue growing. The better one is in these roles, the more money one will earn.

In simple terms, if a person sells a little and enrolls just a few people, they will earn far less than someone who sells a lot and enrolls, motivates, and trains a group that grows. That’s basic capitalism, which most North Americans consider quite fair.

Myth #5:

You have to use your friends and family to make any money in Network Marketing.

The truth is, you do not and you should not. Your friends and family should only become a part of your business if it serves them to do so. If it serves them—if they see an opportunity for themselves just like you did—then they are not being used, they are being served. If you do not believe your opportunity can serve them, do not offer it to them.

An opportunity that truly inspires *you* will most likely inspire them as well. Offer it to them. If they say no, respect and honor their viewpoint and do not make a nuisance of yourself.

Myth #6:

If Network Marketing really worked, everyone would get involved and the market would be saturated.

The truth is, although this is mathematically possible, history has proven that saturation is not an issue. There are many companies you will see featured in this book that have been in business for 30 to 50 years doing billions of dollars a year in business with millions of sales reps. Yet you are not one of them. Nor are 298 million people in the US and 6.9 billion people worldwide.

Plus, you might consider a great leader who personally sponsored 12 people 2,000 years ago. They have all been recruiting via weekly opportunity meetings and one-on-ones for all of those 2,000 years. And yet most of the world does not subscribe to their program.

CHAPTER

4

TRADITIONAL SALES VS. NETWORK MARKETING

Many people fear nothing more terribly than to take a position which stands out sharply and clearly from the prevailing opinion. The tendency of most is to adopt a view that is so ambiguous that it will include everything and so popular that it will include everybody...

– MARTIN LUTHER KING, JR.

TRADITIONAL SALES VS. NETWORK MARKETING

Most of us grew up with a traditional selling paradigm. It sounds like this ... if you have the opportunity to earn money with a product, what you are supposed to do is sell a lot of product. The more you sell, the more money you earn. Right?

In the traditional selling paradigm, if you had a goal of selling \$1 million worth of product a month, you might hire 100 full-time, professional salespeople to work for you, giving them each a territory and a quota of \$10,000 in sales per month. If they couldn't meet that quota, you would fire them and find other salespeople who could. And you would keep hiring and firing (forever) seeking to find the 100 who would consistently meet your quota. (And if you didn't own the company, the owners would fire you if you didn't.)

While Network Marketing is a form of selling, there are some very important distinctions. As a Network Marketer, you would use a very different *paradigm* to achieve the same \$1 million in sales.

Instead of full-time professional salespeople with terrifying quotas, Network Marketing is based on satisfied customers, most of whom do not like to sell, but are happy to tell others about the products they use themselves. These customers are not full-time or part-time employees. They are some-time, independent volunteers with no quotas and no protected territories. They “work” *when they feel like it*.

Network Marketing is not about personally selling a lot of product,

although some Distributors do. It is about **using** and **recommending** the product and, IF you see and believe in the wealth-building model of Geometric Progression, finding a lot of others to do the same.

The differences between **salespeople** and **Network Marketing people** are:

<u>Sales</u>	vs.	<u>Network Marketing</u>
Full-time Salespeople	vs.	Some-time Customers
Employees	vs.	Volunteers
Quotas	vs.	Incentives
Protected Territories	vs.	No Territories

To Sell \$1,000,000:

100 salespeople each sell \$10,000 = \$1,000,000	vs.	10,000 volunteers each sell \$100 = \$1,000,000
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Network Marketing is simply a lot of people “selling” a little bit *each*.

CHAPTER

5

HOW IT WORKS

Nothing worthwhile really ever comes easily. Work, continuous work and hard work, is the only way you will accomplish results that last. Whatever you want in life, you must give up something to get it. The greater the value, the greater the sacrifice required of you.

There's a price to pay if you want to make things better, a price to pay for just leaving things as they are. The highway to success is a toll road. Everything has a price.

— UNKNOWN

HOW IT WORKS

There are Three Basic Activities Required to Create Your Own Four Year Career

1. Use

First, become your own best customer. USE all of your company's products in as many ways as possible, discovering as many benefits and success stories as possible. Create your own best product story. You will want to be able to tell people exactly what this product did for you that made you want to use it forever and share it with others. The more powerful your own story, the more impact you will have in recommending the product to others—and most importantly, you won't be “selling” it, you will just be telling your story.

2. Recommend

This is where most people think they have to sell the product. It's better to see yourself just recommending it, like you would a good movie or restaurant. You listen to the people around you ... listen to their problems. And when someone shares a problem your product can solve, just tell them your story. Let them decide if it is right for them. If you recommend a great Italian place and the person says, “I don't like Italian,” then the conversation is probably over. If they say, “That place is too expensive,” you just let it go as their opinion. You don't argue, right? Don't sell or argue with customers either. Just recommend it. If it is a fit, perfect. If not, let it go. This is how successful Network Marketers establish lots of customers over time and move lots of product without making a nuisance of themselves.

3. Invite “Just to Take a Look”

Inviting people is like recommending the product, only you are inviting them to “just take a look” at the income opportunity. The best way to do this is with a tool like a CD, DVD, brochure, or website. Those who master inviting, eventually master The Four Year Career.

Again, this is not selling, convincing, or arguing. People are either ready in their life right now to look at new options, or they are not. Arguing with them about whether they have the time or money to get started, or whether they are good at selling is a waste of time and energy. (Although it is fun to “let” someone “sell” you on why they can’t sell.)

You may not have as great of an income story to tell your prospects as you do a product story. That is what your “upline” partners are for. Tell their stories. Here are just a couple keys to being an effective inviter:

1. Be convinced yourself ... in your product, your company, and The Four Year Career. Your conviction should show up as enthusiasm, confidence, peace, patience, acceptance, love, and leadership.
2. Be interesting. Not by what you say, what you drive, or how you hype, but by being *interested* ... interested in them. Ask curiosity questions and **LISTEN**. You will be amazed at how interesting people are ... their lives, their families, their careers, their heartaches, and their dreams. In this process they will either tell you exactly what is missing in their lives that your invite may help solve ... or they won't. Invite those who reveal their own opportunity.

CHAPTER

6

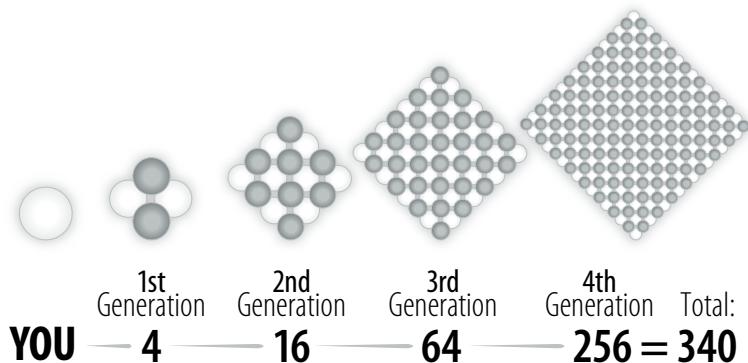
FOUR CORNERSTONES OF
THE FOUR YEAR CAREER

The American Pioneers HAD to become successful entrepreneurs
... the Native Americans wouldn't hire them.

– RICHARD BLISS BROOKE

FOUR CORNERSTONES OF THE FOUR YEAR CAREER

Below is a model of The Four Year Career. Each person represented is a Sales Leader, meaning they are doing all three activities in the last chapter.



You enroll 4 (who each enroll 4)
for 16 (who each enroll 4)
for 64 (who each enroll 4) for 256

Each of you uses and recommends just an average of \$100 a month in products for \$34,000 in monthly sales, earning an average of 10% on each generation of sales for an Asset Income of \$3,410 a month.

The Four Cornerstones:

1. The People
2. Product Sales
3. Your Asset Income
4. The Asset Value

The First Cornerstone is The People

Network Marketing is a lot of people selling a little bit each. Remember the example of traditional sales where the goal was to sell \$1 million a month in products? Hire 100 superstars and give them a \$10,000 a month quota. 100 times \$10,000 is \$1 million. In Network Marketing, you swap the numbers: 10,000 “anybody” volunteers using and selling a little bit each.

So the question is how do we get 10,000 people ... or even 1,000?

Two laws allow us to gather 1,000 people. The first was written by the creators for the Network Marketing concept who said, in essence: “Anyone can, and should sponsor others.” This allows the second law: Geometric Progression.

This is How The Rich Get Richer and The Poor Get Poorer

If you had \$1 million today to invest at 10%:

- In 7 years, you would have \$2 million
- In 14 years, you would have \$4 million
- In 21 years, you would have \$8 million

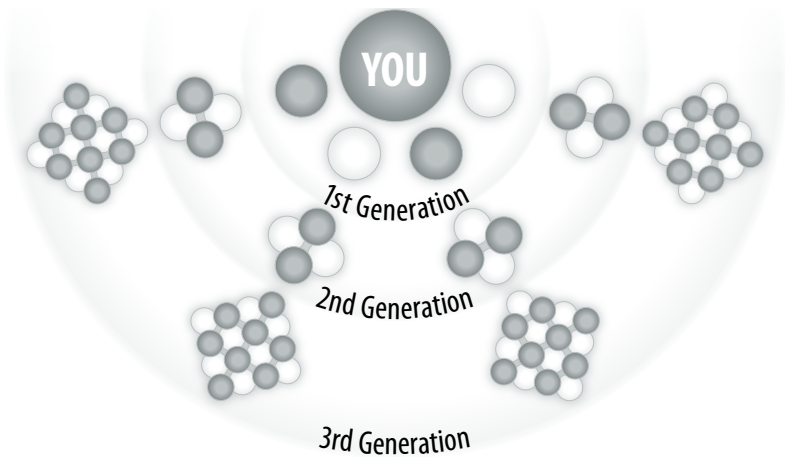
With \$8 million at 10% you would be earning \$800,000 a year in interest alone. Eventually, whether it is at \$800,000 a year or \$2 million a year, you tire of spending it (on assets that do not appreciate).

In many “old money” families, this investment compounding has

gone on for so many generations, they can't possibly spend all the interest-income produced. They are on autopilot to just keep getting richer.

- ***Geometric Progression is to Network Marketing what compounding is to wealth building.***
- The question is: how do you get 1,000 people to be “recommending for you?”
- The answer is: you don't. You just get a few ... like four, and lead them to do the same.

The path to gathering 1,000, 2,000, or 30,000 people to “sell for you” in Network Marketing is Geometric Progression. This is made possible by the Rule of Law in Network Marketing ... that everyone, regardless of rank or time involved, is encouraged to invite and enroll others. If you have been involved for one day you are encouraged to invite and enroll others. This is the same if you have been involved for 10 years and are earning \$10,000 a



Note: No Network Marketer's organization looks exactly like this one. This is merely an illustration of a mathematical formula that shows the dynamic and potential available. There is no way to control how many, or how few, people any one Distributor will sponsor.

month. Everyone enrolls new sales representatives. This creates the compounding impact.

You enroll four who each enroll four who each enroll four, etc. 1 – 4 – 16 – 64 – 256 – 1,024 and so on.

It's Not Nearly as Easy as It Appears on Paper

This progression can quickly be overwhelming. But your role in Network Marketing is just to get the first four – not the whole bunch. Focus your attention on just the first four. And in actuality you may build in units of two or three depending on your particular compensation model ... the same concept holds true.

The key to understanding the geometric opportunity lies in a simple question:

“If you really, really wanted to, could you find four people, anywhere in North America, to do this?” Before you answer, let's define “do this.”

“Doing this”... being a Sales Leader is:

1. Using the products
2. Recommending the products to others in need/want
3. Inviting others to “just take a look”

So I ask you again. If you really, really wanted to, could you find four people in the next four to six months?

Now, if you are not sure, what if I told you I would give you \$5,000

for each of them ... \$20,000 cash if you get four in the next four months? Then could you? Would you?

Most people would answer yes. The reason is, if they really “wanted to,” anything like this is doable. Getting four people to make a fortune is not THAT hard to do.

If you answered YES ... lock in on that YES; it is the key to believing you can get 10,000. Why? Because if you believe you will get four ... and they are four who are “doing it”... then they also will be facing the same question. Will they get four? If you are not sure ... ask them. And what is usually the result of someone really, really wanting to do something—but more importantly—believing they will do it and being in action doing it? It eventually gets done.

Now remember, I am typing this on my laptop. Creating it in actual, real-life human production requires more than just simple keystrokes.

Perhaps you are “getting it” right now. Perhaps you need to let it rest or doodle it on a notepad ... $1 - 2 - 4 - 8$, $1 - 3 - 9 - 27$, $1 - 4 - 16 - 64$, $1 - 5 - 25 - 125$.

This is how Geometric Progression will work for you. One person each believing they will get four creates ... You - $4 - 16 - 64 - 256 - 1,024 - 4096$ and so on.

The Second Cornerstone is Product Sales

Compared to the rest of the cornerstones, people are the most

important and most challenging aspect to understand, believe in, and motivate. Product sales, however, are not. In a legitimate Network Marketing business, the brand representatives are very satisfied customers ... with unbridled enthusiasm. They love the product. They love it so much they open their mind to becoming a Network Marketer and recommending it.

Some will ask after seeing the Geometric Progression of recruiting, “Well, if everyone is recruiting, who will sell the product?” I like to let people think for a moment about what they just asked. The answer is akin to “Who is buried in Grant’s Tomb?” Everyone is selling the product.

And the more people we have selling it, the more we sell. We just don’t worry about how much any one representative sells.



The average Network Marketer might only personally use and sell \$100–\$300 worth of product a month. There will always be exceptions. There are people who sell thousands a month. But as long as the product is compelling, the Distributors will sell it ... or more accurately, recommend it. Sales are simply created by the Distributors using and offering products. So if you have 2,000 representatives each averaging \$200 a month in consumption and sales, your business generates \$400,000 a month in sales.

The Third Cornerstone is Asset Income

This is the easiest cornerstone to understand and believe. Every Network Marketing company has a compensation plan that pays you on most, if not all, of the many generations of representatives in your group. This is the percent of sales volume you will earn on each generation of brand representatives.

Each company is very creative to incentivize (yes, this is now a word) certain business-building behaviors. The bottom line is that you can expect to earn between 5% and 10% on the sales of most of your organization, and even a small percent on all of it, providing you qualify to earn at the deepest generations. This gives you Asset Income. If your team's sales are \$400,000 a month, you are earning between \$20,000 and \$40,000 a month. Basic math class.

The Fourth Cornerstone is The Asset Value

If you continue to use the theoretical model of four who sponsor four, etc., then at some point perhaps around year two or three, 256 people would fill your fourth generation of Distributors. This would result in a total of 340 people in your Network Marketing organization.

If each of those Distributors use and recommend just \$200 of product per month, there would be 340 people selling a total of \$68,000 worth of product monthly.

If you're paid an average royalty of 10% on that \$68,000, your monthly check would be \$6,800.

If you could count on it continuing long after you were done building it, then it is deemed residual and will have a corresponding asset value. \$6,800 a month for example is worth about \$1,200,000.

Examples of other income-producing assets would be real estate, dividend producing stocks, and patent and copyright royalties. All of these can be appraised for a value based on their income history and future income prospects.

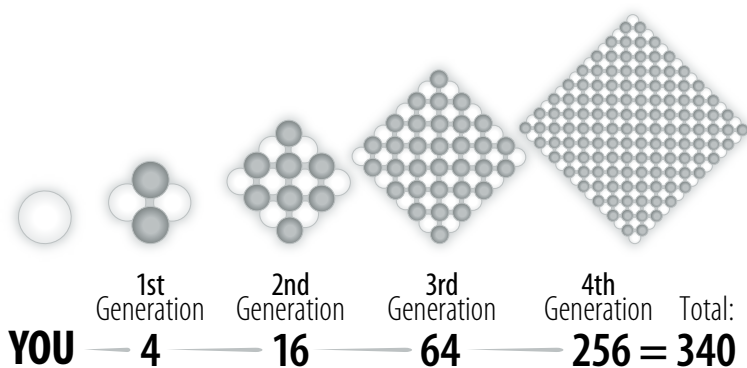
Think about it. What is your home worth? If you own it, what could you rent it for? If you are renting, you already know. If your home is worth \$250,000 you might rent it for \$1,500 a month for a 7% annual return on the investment.

Although you cannot sell a Distributorship for \$1,200,000 that earns \$6,800 a month (far too easy for one to build on their own), it is worth that to you as an asset.

So how do you know it will be residual?

The Answer ... Is In The Numbers

Look closely at the generations diagram that follows. Which generation earns you the most income? Obviously, it is the fourth generation, which has four times as many people in it as the third generation before it. In fact, more than 75% of your group's sales volume—and therefore, over 75% of your earnings—are from your fourth generation Distributors.



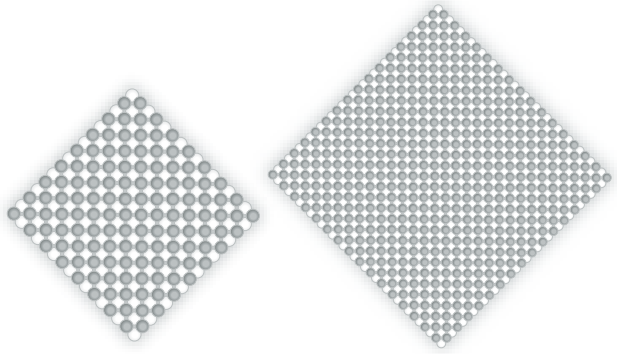
In this scenario, however, we are showing your fourth generation Sales Leaders as just getting started in the business. As sales leaders “doing it,” they are inviting others to have a look, but they have not yet enrolled anyone themselves according to the diagram, as we do not show a fifth generation.

When each fourth generation Distributor gets their four, you would have added 1,024 new Distributors to your fifth generation. At \$200 per Distributor in sales, and with a 5% royalty, that translates into an additional \$204,800 in sales and an additional \$10,240 in monthly earnings for you.

THIS ONE PIECE OF THE PUZZLE PULLS IT ALL TOGETHER.

WHEN YOU UNDERSTAND THIS PIECE, YOU ARE LIKELY TO “GET IT” AND START TO UNDERSTAND THE POSSIBILITIES OF THE FOUR YEAR CAREER.

Everyone we have shown thus far in this hypothetical plan is what we call a Sales Leader. We have shown that each one gets four.



4th Generation 5th Generation Total:

$$256 + 1,024 = 1,364$$

In order to get four to actually “do this” and be a Sales Leader, each Sales Leader will have enrolled many more than just four. Your first four are not likely going to be “the four.” Each Sales Leader will likely enroll 20–100 people in order to get their own four Sales Leaders. The point is that in The Four Year Career we only show Sales Leaders ... they are not the best of the best, just the best of the rest. They didn’t quit. They are doing it.

So what happens to your Asset Income when they each get their own four? It grows by 400%. The definition of traditional Asset Income is that it grows slowly with no dramatic increase. However, when your Asset Income grows *geometrically*, it grows in significant increments.

So what about all the Non-Sales Leaders? What about the majority of new Distributors who did not end up “doing it?” Some quit

and never continue even using the product. Some give up on the income opportunity, but remain loyal customers. Some sell a little, and some even enroll a few people here and there. But they are not Sales Leaders and NONE of them are shown in this plan. So what if you add them back in?

Adding them back in is more than a mind blowing exercise ... it is reality. Four years from now, if you build your Four Year Career, you will have more sales from customers and retailers as a total group than from Sales Leaders ... far more.

CHAPTER 7

THE ASSET VALUE

If we don't change our direction we're
likely to end up where we're headed.

– CHINESE PROVERB

THE ASSET VALUE

Build your network right, and its sales and your income should flow long after you have anything to do with actively managing or growing it. This does not mean you ignore it or fail to nurture it. When we build or buy something that produces income without working it daily, it becomes an asset worth money in proportion to the income it produces.

Although you cannot sell a Distributorship for \$1,200,000 that earns \$6,800 a month (far too easy for one to build on their own), it nonetheless is worth that to you as an asset.

In pursuing financial security or more from life, people tend to pursue real estate investments or stocks (which require money to invest). These investments require time to produce enough income to provide security. Imagine or calculate how long, and at what rate of investment, it would require to amass \$1 million in rental

1st Generation 2nd Generation 3rd Generation 4th Generation Total:
YOU — 4 — 16 — 64 — 256 = 340

\$200 sales each x 340 people = \$68,000

If each person has \$200 in sales, that's 340 people earning a total sales of \$68,000. You could earn an average of 10%* on all of it per month:

\$68,000 x 10%* = \$6,800 a month = \$1,200,000 Asset Value

\$6,800 a month for example is worth about \$1,200,000 at a 7% annualized return over the course of 10 years.

*Industry average.

real estate. It could easily take a lifetime of sacrifice, risk, and management. And \$1 million in real estate might earn you \$5,000 a month.

Compare that to investing \$1,000 once and only 10-20 hours a week for four to five years to earn the same Asset Income with an asset value of \$1,200,000. Which is more appealing and more achievable to you? Yeah, us too.

Now take it a step further and think about a powerful three-prong approach. You are building an Asset Income in Network Marketing while at the same time investing \$1,000 a month, then \$2,000, \$3,000, and ultimately \$5,000 a month in real estate, stocks, bonds, etc.

Network Marketing can actually give you the access and the key to the vault in the other net worth-building investment models. Now your “extra few thousand a month” is worth a great deal more.

CHAPTER 8

MOMENTUM

Insanity: Doing the same thing over and over again
and expecting different results.

– ALBERT EINSTEIN

MOMENTUM

Launching a Network Marketing sales group is much like pushing a car over a very slight hill. Imagine that you ran out of gas as you were driving up a hill. At the top of the hill the road becomes flat for some period of time and then slightly descends to the bottom of the hill where there is a gas station. Your mission is to get out of the car, get it rolling up the slight hill, to the top, and keep it going on the flat section until you crest the hill. Then you hop in and ride it to riches.

Network Marketing is the same. In the beginning, you will exert the most amount of effort promoting the product and enrolling new people for the least amount of return. Once you get things rolling, it will take less effort, but you must still keep pushing to keep it going. Once you gain momentum, you just hop in and enjoy the ride.

Momentum happens at different times in different companies. You will know it when you are in it. You will not be able to keep up with the requests people have for you, and your group will be on fire.

Going back to the car analogy, think of it like starting out pushing a Smart Car up the hill, then having it turn into a Cadillac at the top, and then into a Ferrari at the downhill crest.

It is the low return on effort in the beginning that leads most people to give up. They do not have the Vision and belief in the payoffs on the other side.



Critical Mass
Your Income
Becomes Residual

You Have Got The Ball
Rolling But... (2-4 years)

Launching Your
Business (1-2 years)

Get In And
Enjoy The Ride

Less Effort But You
Still Cannot Let Off

Maximum Effort
For Least Results

Another way to look at the growth of your group is to look at the Penny a Day chart. If it took a lot of effort to double that penny, given the return on investment of effort, most people would quit. Even halfway through the month, it is only worth \$163.84! Yet if you understand the power of Geometric Progression and compounding, then you KNOW if you keep doubling it, that little penny is worth over \$5 million at the end of the month.

Day 1	\$0.01	Day 16	\$327.68
Day 2	\$0.02	Day 17	\$655.36
Day 3	\$0.04	Day 18	\$1,310.72
Day 4	\$0.08	Day 19	\$2,621.44
Day 5	\$0.16	Day 20	\$5,242.88
Day 6	\$0.32	Day 21	\$10,485.76
Day 7	\$0.64	Day 22	\$20,971.52
Day 8	\$1.28	Day 23	\$41,943.04
Day 9	\$2.56	Day 24	\$83,886.08
Day 10	\$5.12	Day 25	\$167,772.16
Day 11	\$10.24	Day 26	\$335,544.32
Day 12	\$20.48	Day 27	\$671,088.64
Day 13	\$40.96	Day 28	\$1,342,177.28
Day 14	\$81.92	Day 29	\$2,684,354.56
Day 15	\$163.84	Day 30	\$5,368,709.12



After 30 days, 1 penny becomes over 5 million dollars!

CHAPTER

9

THE RENAISSANCE OF THE
FAMILY & COMMUNITY

It's what you learn after you know it all that really counts.

— COACH JOHN WOODEN

THE RENAISSANCE OF THE FAMILY & COMMUNITY

Yes, it is true that building a sales organization of on-fire volunteers is still a challenge. However, it is being done, and in a powerful way. The biggest challenge is in erasing people's negative beliefs and biases about the Network Marketing concept and replacing them with what those of us who have already done it know to be true. And, it's coming ... one day soon, world consciousness will shift and many people—perhaps most people—will in some way be a part of this dynamic, wealth-building industry.

Opportunity appreciation is not the only factor fueling the future of Network Marketing. It is also fueled by people's basic need to connect with others, to be a part of something bigger than themselves, and to have a sense of community.

Most of us know all too well that the family has disintegrated in many segments of our country. Since family is the foundation of neighborhoods and communities, they too have been compromised. Most of the industrialized world is deeply entrenched in the rat race—parents with full-time careers, day care, career advancement, soccer, music lessons, e-mail, social media, cell phones, payments, payments, and more payments. Some of us are winning the race, but as it's been said, "We are still rats!"

Today, people are longing for a return to a real, safe, relaxed time of freedom and soulful connection with others. People want to play together, pray together, get to really know each other, and most importantly, to be known by others.

We want to improve ourselves, to have more pride in ourselves, to love and respect ourselves. We are hungry for guidance and support that will help us grow to be more powerful, more generous, and more self-assured. Anyone who has come full circle can tell you that these are the things that bring true happiness.

Achieving financial success and status are wonderful, especially if the alternative is being financially strapped to a life of despair. I think we'd all be better off rich, but money is relative—the more you have, the more you think you need.

Or, as it has been said, “Money is relative. The more money you have, the more relatives you have.” There is a point, however, where we must have the wisdom to know when enough is enough.

This return to basic human values in business is a subtle, yet powerful, force driving the Network Marketing industry.

These are the qualities that will endear you to your family and to the community you create:

Patience	Honesty	Forthrightness
Generosity	Integrity	Leadership
Open-mindedness	Authenticity	Love
Cooperation	Courage	Listening

Network Marketing may offer the most dynamic environment for us to develop our spirituality, while managing our humanity at the same time. It may just be the most exciting leadership and character development program you have ever imagined. Are you up for that?

CHAPTER

10

WHAT TO LOOK FOR IN A NETWORK MARKETING COMPANY

A building has integrity just like a man. And just as seldom.

— AYN RAND

WHAT TO LOOK FOR IN A NETWORK MARKETING COMPANY

1. Product

You must find a product or service you absolutely love, something you would:

- Buy forever, regardless of whether or not you are a Distributor.
- Recommend to others without reservation.

If you have to try to feel this way about the product, let it go. It will not work for you long term. Less important (but still vital) is that the product or service is consumable, which means that the customer will want to reorder it regularly.

Look at a list of billion dollar companies and look at what kinds of products they sell. Ask yourself ... will this product really be relevant 25 years from now? Will it be in demand? Will it still be able to be competitively priced? Technology and service products are challenged here, as are commodities. Choose your product line with an eye on the long term. How long term? How long do you want to get paid? I prefer forever.

2. The Company

You must be proud of and trust the company and its leaders. They are your partners in product development, legal and financial issues, human resources, customer service, product development,

order fulfillment, data processing, international expansion, public relations, ethics, and culture. They are crucial to your long-term success.

Imagine working hard for two or three years to build a solid Network Marketing group, then having the company go out of business or embarrass you and your group so badly that everyone wants to quit.

Do your homework. Study the ownership and management of the company. Study the product's actual performance with customers. Study the compensation plan so you know ahead of time if it's something that will motivate and reward you. Most people spend more time analyzing a \$50 Network Marketing product for purchase than they do on the company when they decide to jump in and stake their reputation on it. Measure twice, cut once.

3. Your Upline

These are the people above you in your line of sponsorship. They will be partnering with you, training you, and supporting you. You will be spending countless hours with them. They may be in your home, and you in theirs. *You may be earning them a lot of money.* You must at least like them. Preferably you will love, honor, and respect them.

Look for people who are dedicated, loyal, focused, positive, committed, generous, and successful. And most importantly, once you choose your sponsor and upline, listen to them. Follow their lead. Get trained by them. Be coachable. They can only be successful if you are successful.

4. Follow Your Intuition, Find a Fit For Your Values

You're encouraged to use this book as the beginning of your Network Marketing education. Be a student. Do your homework. Start by talking frankly with whoever had the Vision and courage to give you this book.

If you can, find the right product, company, and people for you. If you can't, keep looking. Don't settle by copping out or by looking for reasons why it won't work. Instead, look with the intention of finding the right match—no matter how long it takes or what it requires of you.

When you find a company to call home, build your empire. Don't be deterred by challenges and setbacks, even dumb mistakes your company may make. Stick with them through thick and thin. Your life and the lives of thousands may be enriched. The world is waiting ...

If you have questions about a company, the Direct Selling Association (DSA) in Washington, D.C., is the professional association that represents and sets high standards for the Network Marketing industry. The DSA has been in existence for over 100 years. You may visit their website at DSA.org.

SUCCESS STORIES

The following stories feature people who may be much like you. Certainly in their beginning they didn't understand or necessarily believe in the promise of Network Marketing. And as you will read, most were not instant successes. Many of them have the same story as most people who get involved during their first few months or even years ... "This doesn't work!"

Yet if you can reflect on the examples of duplication, compounding, and the car over the hill, it might help you make sense of these massive success stories. This is a much bigger opportunity than most people believe. And that is The Promise of Network Marketing ... that it is just an opportunity. What you do with it is up to you.

These stories are a sample of people I know who have made it big in Network Marketing and did it in an ethical and responsible manner in companies of the same character.



ANN FEINSTEIN

YARDLEY, PENNSYLVANIA
GAME CHANGER, EXCEPTIONAL LEADER



Ann was named one of the Top 100 Direct Selling Mentors and is a featured speaker at global Network Marketing events.

Growing up in Pennsylvania, Ann Feinstein's parents told her to go to college and get a good education so that she would be secure. Following that advice, she graduated and became a high school English teacher and drama coach.

Jumping on an opportunity to move to New York City, Ann made a transition into the business world as Director of Research for a leading Park Avenue consulting firm. It was there that her first entrepreneurial mentor told her, "Ann, the only security you will ever have in life is what you create for yourself!"

Reflecting back, that was a game-changing moment for her in her early 30s, sitting in a cubicle, feeling like a prisoner of that 40-story office building, contemplating what her next career step should be to break free.

Along the way, she met the love of her life, David, a NYC business manager in the entertainment industry. Seeing the business world through David's entrepreneurial eyes, Ann became even more determined to break free from her weekly 70-hour-plus corporate bondage.

They were determined to find a serious business they could work together to free them from their corporate and small business grind, and utilize their unique talents. While attending a personal development course in 1987, they were introduced to Network Marketing by a new friend they made there, and knew they had found their perfect storm of opportunity.

With David's support, Ann began developing their business part-time in the evenings and on weekends while continuing her full-time job. During that time, David saw the freedom Ann was enjoying and decided to sell his practice to join Ann full-time.

Over the next 18 years, their organization expanded into 13 countries with over 100,000 team members, even before the Internet. That experience prepared them for their next opportunity of building a multi-million dollar team in more than 40 countries.

Ann was named one of the Top 100 Direct Selling Mentors and is a featured speaker at global Network Marketing events, while David has become a recognized contributor to many Network Marketing publications.

Having the time of their lives traveling the world together, Ann and David recently moved back home to Bucks County, Pennsylvania, just when their family needed them. Now that's REAL FREEDOM!

MARGIE ALIPRANDI

SALT LAKE CITY, UTAH

INTERNATIONAL SPEAKER, AUTHOR, AND TRAINER



Margie, from humble beginnings, overcame all odds and is now a world renowned Network Marketing success.

Twenty-six years ago, Margie Aliprandi was a junior high school music teacher and a single mom with no business experience or capital, and three little children. When a Network Marketing opportunity came her way, she had reservations about the business, but fell in love with the product. “I felt I could talk to anyone, anywhere about it,” she said. Excited and at a crossroads, Margie threw caution to the wind, canceled her teaching contract, and decided to tackle Network Marketing full-time. One year later, she had a five-figure monthly income. Two years after that, she reached millionaire status.

How did she do it? With perseverance and a whatever-it-takes attitude. Her “why” was her children’s well being, and it was so powerful that she looked right past any obstacles and focused on their future.

Today, Margie is an energetic international speaker, author and trainer, in addition to remaining active in Network Marketing with the same company she joined 26 years ago.

Now with four grown children, she can say, “Mission One accomplished.” She has been able to give them everything she had hoped for, including extensive world travel, the expanded perspectives that go with it, and the experience of seeing their mom in the process of building a business. Through traveling together and watching her mentor people from diverse cultures in many countries, their idea of “family” has expanded to include people throughout the world.

She says, “When I look at who my children have become, I think it’s in large measure because I was an entrepreneurial parent. I showed them that their dreams mattered by pursuing mine.”

Now Margie is on to “Mission Two.” Her greatest role today is mentoring people toward their dreams and triumphs, and helping them feel worthy and feel “seen” for where they are.

“There is a sowing season and a reaping season, and they don’t occur in the same season. You can’t sow a handful of seeds and expect a big harvest. You just have to keep planting. If you plant consistently every day, the harvest will come. And when it comes, you’ll have two contrasting feelings at once: A quiet knowing that you’ve paid the price, and overwhelming gratitude that makes you wonder, *What did I do to deserve this?*

“And so, there are two simple words to express my best advice to everyone in Network Marketing: *persist and stay!*”

KIMMY EVERETT

HONOLULU, HAWAII

CHANGED HER LIFE IN JUST FOUR YEARS



With no previous Network Marketing experience, Kimmy went from zero to seven-figures in just three years!

Kimmy Everett will never forget the day her daughter went away for the summer. Hailey was 11 years old and it was the first time they had ever been apart. Hailey was going to live with her aunt for six weeks because Kimmy would be working very long days, and she wanted Hailey to have a fun summer. As a single parent, one of the biggest challenges Kimmy had was figuring out a plan for summer vacations. As the plane pulled away, Kimmy decided right then and there something in her life had to change.

The week before, Kimmy had been introduced to her company through her sister and sister-in-law. They were very excited about the business and the product, and shared a sample with Kimmy. She loved the product but didn't take a look at the business, as she was unsure about Network Marketing.

That day however, as she drove back to work from the airport, she had a shift. If she didn't do something different, she would never be able to get out of the trap she was in. She jumped right in without seeing a presentation or knowing anything about how the profession worked. That was the day her entire life changed.

Kimmy was working 60+ hours a week at a school, but she carved out an hour a day on her lunch break to build her business. Within three months, those lunch meetings had paid off, and she was able to quit her full-time job and become a full-time professional Network Marketer.

During her four year career, Kimmy's network has grown to 17,000 people. She has personally sponsored 57 people, and of those, five have gone on to grow large organizations of their own. She has teams throughout the world in 10 different countries.

With no previous experience, she went from zero to seven-figures in three years, and has earned over \$2 million total in commissions. That's a long way from the \$2,000 a month she earned at her day job. More importantly, she and her daughter have been able to travel the world, taking every single vacation they have, together!

Her secret to success?

Kimmy has approached her business from the get-go with a contagious passion and a "givers gain" mentality. Rather than looking at what people can do for her, she focuses on what she can do for others.

GARRETT & SYLVIA McGRATH

DALLAS, TEXAS

FROM “GOING BROKE ENTHUSIASTICALLY” TO
AMBASSADORS FOR NETWORK MARKETING



Garrett and Sylvia have built organizations of 100,000 Distributors in 21 countries, earning millions along the way.

Garrett McGrath grew up in Galway, Ireland. A shy, skinny boy with undiagnosed dyslexia, ADHD, asthma, and a stutter, Garrett had to study twice as long and twice as hard as his classmates, just to get through school with barely passing grades, taking remedial English, and having to repeat a year. Garrett eventually graduated from business college, but soon realized that none of the business careers he saw sparked any real passion within him.

“Then a family friend invited me to a meeting to learn about a different kind of business,” says Garrett. “The presenter had written on the board the letters P M + P T. He said it stood for ‘Plenty of Money’ AND ‘Plenty of Time.’” This piqued Garrett’s interest and he began his Network Marketing career.

Fast forward 2 1/2 years later: Garrett was going broke, enthusiastically.

He was working his heart out, all day and most nights, yet had only built a team of a few dozen people. When he divided the hours he was putting in building his business versus the income he was generating, he was earning less than minimum wage. Friends and family suggested he'd be better off working at McDonald's.

Discouraged, tired, and flat broke at that point, Garrett did a reality check and some soul searching. He realized he needed mentorship from someone who'd already achieved what he wanted to achieve – in THIS business model – and started learning some basic principles of building a Network Marketing organization versus a traditional business from any training materials that he could find.

For the next 2 1/2 years of his career, Garrett went from going broke enthusiastically to becoming one of the huge Network Marketing success stories in Europe, earning the kind of income, freedom, and lifestyle he'd always dreamed was possible.

Garrett also had a dream of living in America. Several years later, he moved to the US and started to build teams all over again – this time, in North America – and there, he met his future wife and started a family.

Garrett and Sylvia have now worked side-by-side since 1999. Together, as a couple, the McGraths provide unique leadership training, coaching, and personal development for Network Marketing professionals through their international, daily live broadcasts, events, and one-to-one mentorship. To date, the McGraths have built organizations in excess of 100,000 Distributors in 21 countries and have earned millions in commissions.

TINA BEER

GRANITE BAY, CALIFORNIA

FORMER FLIGHT ATTENDANT TURNED
NETWORK MARKETING LEADER



Tina replaced her flight attendant salary in just four years after discovering Network Marketing in a seatback pocket, and is now a six-figure income earner.

Tina Beer is a former flight attendant, and discovered Network Marketing from a catalog she found in a seatback pocket 13 years ago! She discovered the catalog at a time when she desperately needed extra income. As the caregiver for her grandmother, Tina's expenses for the medication and care she needed were climbing every month. Tina's first reaction to the opportunity was, "If I could just make an extra \$250 a month, THAT would change my life."

When she joined her first company, Tina knew very little about the concepts of residual income and time-leveraging. But what she saw was an opportunity with a level playing field, where someone like her had the same opportunity as anyone else, and her lack of a college degree had no bearing on future success. Early on, she was told

“success leaves clues,” so she immediately set out to gather as many “success clues” as she could find.

Tina became a student of the profession, and worked equally hard in building her business as she did in personal development. She was taught that “your business will always grow in direct proportion to your growth as a person.”

With very healthy expectations, Tina was fully aware that it would take three to five years of committed, consistent effort to build a solid foundation for her business. At the beginning, she set out to earn the \$250 a month she so badly needed. Then, it hit her: she realized if she doubled her efforts, she could earn \$500 a month! Once she hit the \$500 mark, she continued to set those next incremental growth goals, month after month.

In four years, Tina completely replaced her salary as a flight attendant.

In 2009, Tina was introduced to her current company. Within her first year, Tina became a six-figure earner. She is currently a top income earner within her company and leading a multi-million dollar organization that to date is comprised of well over 120,000+ individuals who are either valued customers enjoying product experiences or those who have made the decision to begin a “Four Year Career” journey of their own! Tina’s passion and heart is to serve and help others discover for themselves the value, integrity and unlimited possibilities of this profession.

ANDI DULI

OKLAHOMA CITY, OKLAHOMA
LIVING THE AMERICAN DREAM



Andi came to America with next to nothing but reached his American Dream through Network Marketing and now has a team of over 11,500.

Andi Duli was born and raised in a poor family in Albania during the harsh years of communism. He remembers going to bed hungry and not having electricity or running water.

As a child in Albania, he heard about *The American Dream*. There was no “Albanian Dream.” His opportunity if he were to stay in his home country would be to continue the struggle of his father and grandfather. Andi had compelling thoughts of living a better life, so he left his family and country and came to America in April of 1998 at age 18. He arrived with only a few hundred dollars in his pocket. He did not speak English and did not have any connections.

Andi learned English quickly and tried attending college. Three years later, he was still a freshman and

delivering pizzas for a living. He was desperately looking for a new career and opportunity. Finally, someone at his church shared a DVD presentation about the Network Marketing opportunity. This was just what Andi was looking for.

When Andi started in Network Marketing, he was broke, with over \$45,000 in credit card debt. The dream of being financially free, and a strong desire to give back to his family back home, overrode his fears. When he started, he made a commitment to keep going until he learned everything he could to be successful. He says that failing was never an option. There were too many people counting on him and too many of his own dreams to reach.

Today, Andi has personally enrolled about 90 people. Out of those 90 people, three really caught the vision and went after it, just like Andi did. His team has now grown to over 11,500 Distributors. His team's annual sales are approximately \$30 million and growing. Now, he is debt-free and truly living the American Dream.

Andi has been able to retire his parents, bring them to America, and even take them travelling for six weeks staying at 5-star resorts. Andi's sister has also been able to become a stay-at-home mom thanks to his success. Now, his entire family has a bright future.

Andi believes with all his heart that if it can happen for an immigrant pizza delivery driver, who started out broke with no English and no network, it can happen for anyone.

BRIAN CARRUTHERS

DAVIDSONVILLE, MARYLAND

IN ORDER TO MAKE ADVANCES,
YOU HAVE TO TAKE CHANCES



Brian traded his 70-hour workweeks in real estate for time freedom with Network Marketing, earning over \$248,000 in his first year.

Brian Carruthers grew up in a successful real estate family. Upon graduation from college, he decided to pursue a career in real estate as well, and quickly became successful. He was already making over \$100,000 a year selling homes by age 26, but Brian was also working 60-70 hours a week in the hustle of building that business. Needless to say, he is self-motivated and not afraid of hard work.

One day another realtor, who was involved in Network Marketing, sold Brian a service. He then told Brian, "In real estate/sales, you are unemployed until you make your next sale. After every transaction, it's back to first and ten all over again. Do you realize I just got paid \$150 for signing you up, and I am going to get paid every month for the rest of your life ... even if we never talk again?" Brian was blown

away by the idea, and decided right then to pursue the business in whatever spare time he could muster.

Brian created a list of his contacts and called 200 people in three days. Sixteen of them joined his team and they began to duplicate this effort. One month into the business, Brian earned \$11,405. His sixth month, he earned \$24K, and the twelfth month, his check eclipsed \$42,000. Brian earned over \$248,000 in his first year, which doubled what he was earning in his hectic real estate career. Without question, Brian quit real estate now that he no longer needed the income. *Why keep living check to check when I now have passive, residual income?*

Brian's team has grown into the hundreds of thousands, and already paid hundreds of millions. Brian says, "And we haven't even started to scratch the surface! We still have less than 3% of the market who has bought the service so far!" His goals are enormous. Brian expects to create hundreds of new millionaire club members and help retire thousands more from their jobs. As he says, "What we do is give kids their parents back." Even after earning eight-figures personally, Brian is still out there in the trenches looking for his next person to sponsor and help change their life. He still does everything he did when he first started, not because he has to, but because he enjoys it.

If someone wants to change their life bad enough, they will realize that working hard for someone else at a JOB has no light at the end of the tunnel – and that they need to start their own business on the side until it makes it possible to quit forever. Brian says, "In order to make advances, you have to take chances." A new world is waiting for you. But it's up to you to act.

DENICE & TOM CHENAULT

LONGMONT, COLORADO

LOVE LIKE CRAZY, THEN LOVE MORE



By becoming students of the industry, Denice and Tom were able to create an organization of over 500,000 people with over \$50 million in annual sales.

“Love like crazy, then love more!” That sounds crazy, but it totally defines Denice and Tom Chenault ... who they are, what they do and why they do it.

The Chenaults are 25-year, overnight successes in Network Marketing. Right now they are sitting on top of their game with over \$50 million in annual sales generated by their organization and over 500,000 people in their downline. While they have personally enrolled over 400 friends and acquaintances into their business, the majority have come from the efforts of others; in fact, they have one leg that goes more than 1,000 levels deep.

But success has not always been in the cards. Like most Network Marketers, the Chenaults spent a lot of time “going broke enthusiastically and taking other people with them.”

Tom says, “I thought I could bully and buy my way to success, just like in Corporate America. It simply doesn’t work in this profession. You have to inspire and love these people.”

Having been a successful corporate airplane salesman and stockbroker, Tom just couldn’t wrap his arms around the skill sets necessary to build and keep a big organization. They started attending industry events and seeing what the really successful people were doing and committed to doing that. And do it they did.

“Once we realized we didn’t have to act like crazed Network Marketers and we could just be ourselves, it made all the difference in the world. We became talent scouts and tour guides.” That meant getting rid of buying leads and using the shotgun approach. That meant developing relationships and sorting for leaders. When a leader was found, that meant jumping in the foxhole with them. Denice says, “We want our leaders knowing that OUR eyes are popping open at three in the morning thinking about their problems.”

That philosophy has helped Denice and Tom to not look at every person as a prospect, but as a person they can make a contribution to. Tom’s daily mantra is: “Make sure everyone I come in contact with on any given day leaves me feeling better about their life than before they met me.” That has been the key to their incredible Network Marketing success.

Today they live in Longmont, Colorado, and spend their time with their children and grandchildren, while still building their business all over the world, one relationship at a time.

LISA CARTER

GRANITE BAY, CALIFORNIA

TRIED EVERY FORM OF BUSINESS BEFORE FINDING
SUCCESS IN NETWORK MARKETING



In just 38 months, Lisa turned her one-time investment of \$1,000 into \$1 million in commissions!

Lisa Carter first learned about Network Marketing when she was 23 years old and a single mother on welfare, but did not engage in Network Marketing until 2008 when she was 37 years old.

From the age of 26 to 37, Lisa tried every form of traditional sales and business imaginable. For her, the most challenging aspect of her business career was starting over every month; one month could result in \$10,000, but on the first of the next month, it was back to zero. It felt like she was spinning plates all the time, and when the economy crashed in 2007, all of her plates crashed with it. She lost her home, her retirement account, filed bankruptcy, and was forced to move her family in with her parents. Thankfully, during this time, someone Lisa had met in the past at a real estate event had the

courage to call her and introduce her to a wellness product that was tied to Network Marketing. This time, she was ready and a heck of a lot wiser. At first, she made a decent income, but didn't put it all together until she found her current company. At that point, she made \$136,000 in her first year and almost \$500,000 in her second.

Having to build a new business from scratch was a challenge, but she loved a good challenge! She had to get comfortable with being uncomfortable, and push herself to step out of her comfort zone to make new friends and contacts. This new challenge allowed Lisa to make new friends and help a lot of people along the way. She learned to go for the "NO" and realized that, "Some will, some won't, but ... eventually they will!"

She has personally enrolled 60+ Distributors not counting numerous customers, and in 38 months has turned her one-time investment of \$1,000 into \$1,000,000 in commissions, ranking her in the top 2% of her company!

Today, Lisa lives in her almost paid off dream home in Granite Bay, California, with her husband of 17 years and two high school children. She loves the fact that she gets to help people get in the best shape of their lives, both physically and financially, and that her income is no longer dependent solely upon her efforts, but on the efforts of those she has helped, too. She has great respect for the fact that the amazing Network Marketing business model is not for everyone and only for those who are ready to take control of their financial future and leave a legacy for their family for many years to come!

BO TANAS

TORONTO, ONTARIO, CANADA

CREATED A WORLDWIDE ORGANIZATION



Bo did not let a failed business stop him from going on to create a worldwide organization of over 60,000 active Distributors.

Bo Tanas was born in Germany, grew up in New Jersey, and now lives in Toronto, Canada.

Bo started off as a professional musician, a bass player on the road. When he started raising a family, he wanted to stop traveling and get into a more traditional business, so he opened two video stores. He sold them at a good profit and then opened a restaurant. This business did not go as well as hoped, and Bo ending up losing his investment.

He then turned to real estate sales. During this time, one of his clients was a wealthy investor and virtually retired from business. The man's business was Network Marketing. Bo was inspired enough to listen and ended up joining in 1992.

Although his first Network Marketing venture did not work out

as planned, he found his current company a year later, and most importantly, he found mentors that were already earning millions.

Reid Nelson and Dave Johnson taught him about the power of “All Out Massive Action” and the concept of “100 in 100 Days.” Bo loaded up on audios and videos, and went to work passing them out to 100 people while inviting them to “just take a look.”

Out of these 100 people, Bo led 21 to join his business, and out of those 21, five decided to build it big with him. Six months later, Bo decided to leave his real estate career and become a full-time Network Marketer.

In his career, Bo has enrolled about 80 people. Three of them have built huge organizations around the world resulting in 60,000 active Distributors producing monthly sales of over \$3 million. Today, his organization spans 32 countries around the world with help from two very strong leaders, Ihor Lenko in Toronto and Gloria Nava in Mexico City.

Bo has been semi-retired for over a decade and enjoys leadership development and world travel.

His advice to people new to Network Marketing is: “Realize this is a real profession where, by empowering others to better health and financial stability, you can live a wonderful life. If you will do for the next three to five years what most people will not do, which is be committed, focused and professional, you can eventually live like they can only dream about.”

DONNA JOHNSON

CAVE CREEK, ARIZONA

FROM TYPICAL BLUE COLLAR TO
EXECUTIVE NATIONAL VICE PRESIDENT



Donna went from being a single mom with no college education to becoming a highly successful Executive National Vice President.

Donna Johnson grew up being a typical “blue collar” Midwestern girl without a college education. She married young and subsequently found herself divorced with three small children at the age of 29. Then, she met the founder and product developer of a new marketing company. She fell in love with the incredible products and opportunity. She thought to herself: *It’s too good to be true. What’s the catch?* After some soul searching and using the products, Donna knew it would be both good and true for her.

Donna started out just like any other representative, sharing the products she loved and the income opportunity she had grown to respect. Most of all, Donna sold people their own dreams, dreams many of them had given up on.

These pages cannot do justice to the stories Donna can tell about the successes and the challenges. Suffice it to say, today her sales organization produces hundreds of millions of dollars a year with over 1 million sales representatives and over 1,000 of them driving white Mercedes Benz cars of their choice.

So what keeps Donna going?

“This incredible gift that we keep on giving each and every day when we meet a new person. I call it ‘3-D Success’ ... we all know many people who make a great income, but do they have the time to enjoy it? ‘3-D Success’ means:

- Knowing what you do makes a difference
- Creating balance in your life
- Enjoying financial peace

“Believe in yourself, plug into the system and create your ‘In for Life’ story. Watch yourself talk. Talk and act like a top VP. Create excitement, passion, integrity, and unity within your team. People want to follow someone who knows where they’re going. If they know you, like you, and trust you, you’ll go far. We have a strong spirit of intent, derived from the Joni Erickson-Tada song ‘Spirit Wings,’ which encourages us to love ourselves above all of the earthly things. So continue to be all that you can be, spread your wings, and soar on your Spirit Wings!”

PAMELA & KEVIN BARNUM

FERNIE, BRITISH COLUMBIA, CANADA

WORK LESS, LIVE MORE!



Pamela and Kevin were able to replace their \$250,000 a year at stressful careers in just 18 months with Network Marketing.

As a canine handler with a specialized police unit, Kevin Barnum knew what it meant to work 60+ hours a week, as did his wife Pamela, a lawyer/federal prosecutor. They met when they were both working as undercover police officers on a 10-month undercover drug sting. Pamela worked as a full-time police officer while she completed her law degree. When their son, Kaleb, was born, she knew it was time to trade in her gun for a day job.

Although they had great careers, they knew there was more to life than this corporate treadmill. They invested in the market, bought real estate, and worked lots of overtime, but financial and time-freedom seemed elusive to them. That is, until they were introduced to Network Marketing by a neighbor, which led them to start their business in the spring of 2009.

Within six months, they were earning five-figures per month, and within 18 months, they earned enough residual income to more than replace their \$250,000 in annual salaries. On top of that, they received over \$100,000 in additional bonuses. They were awarded the “fastest growing business internationally” within their company in 2010, along with several other awards. In 2011, they were part of their company’s Field Advisory Board.

They have grown their organization to over 25,000 people and approximately \$220,000 in weekly sales. They have personally sponsored more than 300 people, and continue to recruit on a weekly basis because they believe you must lead by example.

They accomplished all of this working on their Network Marketing business two hours per night, five nights per week. “We didn’t have any extra time, so we fit two hours in after our son went to bed,” Pamela said. They focused on income-producing activities and treated this like a million-dollar business, long before it became a million-dollar business.

Pamela and Kevin strongly believe in Network Marketing, and know that integrity, daily action, and passion are what allowed them to grow their organization as successfully as they have.

Today, they’ve traded in their hectic and stressful careers for a more relaxed life in the Canadian Rockies, where they spend their days doing what they choose to do, and helping others do the same. They still spend two hours of focused time on their business and remain adamant that with Network Marketing, you do not have to trade one full-time job for another.

ROMI & JOHN NEUSTADT

SAN DIEGO, CALIFORNIA

FOUND FREEDOM FROM THE BILLABLE HOUR



Romi and John left their careers in medicine and Corporate America, and found time-freedom and fulfillment in building their entrepreneurial dreams, and helping their 20,000 plus team members do the same.

Romi and John Neustadt pursued professions they thought would provide them with financial security and job satisfaction. Romi was a lawyer, then an award-winning PR executive at top agencies in New York and Seattle. John was a highly respected doctor with patients from around the US and Canada. Despite being a two-professional household, they were getting by, but not getting ahead. College and retirement funds weren't getting filled, and they didn't have the time-freedom to put their kids first. They were at the beck and call of their clients and patients, and if they didn't work, they didn't get paid.

When they heard about their company from one of Romi's PR clients, they were immediately intrigued by how an established global brand had moved into direct sales. They both agreed that Romi

could fit this onto her already full plate, which included a thriving PR consultancy, sitting on non-profit boards, and being mom to their baby daughter and three-year-old son.

Romi was coachable and consistent, and added at least three to five new business partners and a handful of customers each month. In her first year she was named her company's top recruiter. Less than three years later, John was able to walk away from his clinical practice and pursue his own entrepreneurial dreams of building a dietary supplement company. In less time than it took her to get through law school, Romi had earned a million dollars.

Four years in, John's supplement company was requiring little of his time, and he considered going back into clinical practice. He ultimately decided that he could have the greatest impact on people by working alongside Romi. As top earners in their company, with a six-figure monthly income, Romi and John earn much more than they could in medicine or Corporate America. Even more valuable is the ability to have complete flexibility over their lives, to put their kids first and pay their success forward to causes they're passionate about. Romi and John have both found renewed purpose and a deep sense of professional satisfaction helping others.

More rewarding than their own personal achievements are those of their more than 20,000 team members in the US and Canada who dare to believe that it's possible to have your cake and eat it too. These fun visionary dreamers have become like family, and Romi and John can't imagine life without them or this profession.

CUSTOM EDITION



Now that you see the impact this belief-building book will have on your team and prospects, imagine having a version of this tool specifically referencing your company. Well, it is now possible!

By customizing this book with **REAL** stories from your company's **REAL** leaders, your Distributors will be more effective in helping their prospects understand the Network Marketing opportunity, and why they should believe in your organization.

This tool will help share the great opportunities **YOU** see with **YOUR** company, Network Marketing, and the power of residual income.

Send Out Cards has already created their customized edition with stories from 30 of their own leaders! Their team members are buying the book by the hundreds to help build their business.

Contact us if you would like more information about creating your customized edition of *The Four Year Career* today at RB@BlissBusiness.com

THE FOUR YEAR CAREER VISION

The Four Year Career is now a standard paradigm for ethical Network Marketing and Financial Freedom. It is an alternative to a four year college education, as well as an add-on strategy for those fortunate enough to have a higher learning degree. The Four Year Career is a catalyst for the profession of Leadership, and the Arts of Listening, Public Speaking, Ontological Coaching, Accountability, Vision and Self-Motivation, and Authenticity.

Ethical Network Marketing is now clearly known and accepted by the media, the public, and government agencies as a means to build wealth.

Get in and enjoy the ride.

DARING GREATLY

“It is not the critic who counts: not the man who points out how the strong man stumbles or where the doer of deeds could have done better. The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood, who strives valiantly, who errs and comes up short again and again, because there is no effort without error or shortcoming, but who knows the great enthusiasms, the great devotions, who spends himself for a worthy cause; who, at the best, knows, in the end, the triumph of high achievement, and who, at the worst, if he fails, at least he fails while daring greatly, so that his place shall never be with those cold and timid souls who knew neither victory nor defeat.”

Theodore Roosevelt, 1858-1919

From the speech “Citizenship in a Republic,” (Sorbonne, Paris; April 23, 1910)

THE MASTER GAME

“Seek, above all, for a game worth playing. Such is the advice of the oracle to modern man. Having found the game, play it with intensity—play as if your life and sanity depended on it (they do depend upon it). Follow the example of the French existentialists and flourish a banner bearing the word “engagement.” Though nothing means anything and all roads are marked “No Exit,” yet move as if your movements had some purpose. If life does not seem to offer a game worth playing, then invent one. For it must be clear, even to the most clouded intelligence, that any game is better than no game.”

Robert S. de Ropp, 1913-1987

The Master Game, (Delacorte Press, 1968)

Richard is also the author of *Mach II With Your Hair On Fire*. This powerful work connects the Law of Attraction with the Laws of Action, teaching you exactly how to think, how to speak, how to feel, and how to act in order to manifest your wildest Visions.

"I found a copy of *Mach II* at a friend's house. I read and loved it. So much of what the great athletes do to accomplish the impossible is done through visualization. Richard captures exactly how it works, why it works, and how anyone can use it to do great things in their life. Richard has a unique way of telling the story so we all really get it! I highly recommend this book to anyone wanting to master their own motivation and accomplishments."

John Elway

Super Bowl MVP & NFL Hall of Fame Quarterback

"Congratulations! Congratulations! Congratulations! Congratulations! Congratulations! I just read your *Mach II* book, and it is a masterpiece . . . head and shoulders above the rest of the motivation books I have read."

Harvey Mackay

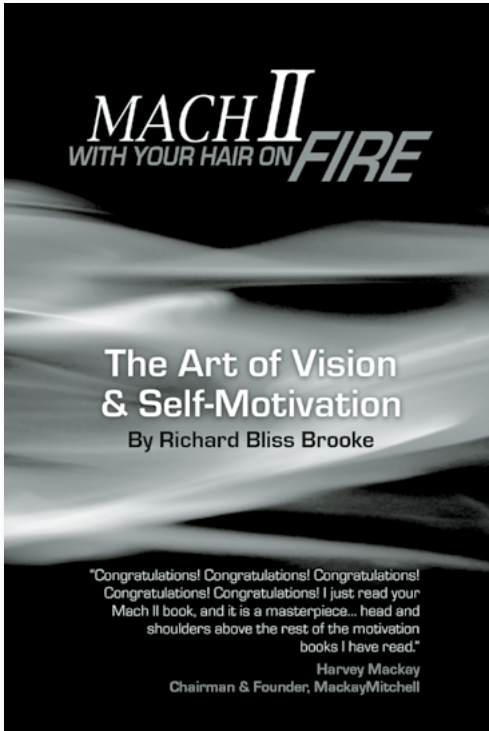
Chairman & Founder, MackayMitchell

"In this accelerated economy you have to travel at *Mach II*. This book teaches you how to do it in an omni-effective and fun way."

Mark Victor Hansen

Co-creator, #1 New York Times Best-Selling series *Chicken Soup for the Soul* and

Co-author, *The One Minute Millionaire*



"Absolutely incredible!"

John Addison

Co-CEO, Primerica

"I love *Mach II With Your Hair On Fire*.

I could tell when I read the book that Richard has a passion for changing people's lives. I respect Richard and his work and thank him for who he is and the difference and impact he's making in people's lives and businesses."

Les Brown

Motivational Speaker

Richard would love to hear your stories of how this work has impacted your life or business. You can reach Richard at 855.480.3585 or RB@BlissBusiness.com.

You can order *The Four Year Career*® (in either book, audio, and/or video formats) and *Mach II With Your Hair On Fire* at BlissBusiness.com.

BB

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BLISSBUSINESS.COM

To buy more copies of this book, go to BlissBusiness.com. Richard's site is designed to inspire and provide practical tools that will nurture your success and help you achieve your personal and business goals. Richard has 30 years of experience as a visionary leader, trainer, and coach to lead you on a journey of self-fulfillment, personal freedom, and financial independence.

The screenshot shows the BlissBusiness.com website. At the top, there is a navigation bar with 'Cart: \$0.00', 'Checkout', social media icons, an email input field, and a 'SUBSCRIBE' button. Below the navigation is the BlissBusiness logo and a menu with 'ABOUT', 'STORE', 'FREE RESOURCES', 'WORK WITH ME', 'BLOG', and 'CONTACT'. The main content area features a large image of 'The Four Year Career Hero Series' book and CD. To the right of the image, the text reads: 'THE FOUR YEAR CAREER HERO SERIES', 'Richard interviews today's top Network Marketing Heroes. These superstars will share exactly how they achieved success!', and '... AND HOW YOU CAN TOO!'. Below this is a 'Buy on iTunes' button. The page is divided into three columns: 'BOOKS' with a description of Richard's best-sellers and a 'VIEW BOOKS' link; 'GET A FREE AUDIO MP3' with a sign-up form for weekly blog posts and a 'GET UPDATES' button; and 'ENDORSEMENTS' featuring a photo of Harvey Mackay and a testimonial: 'Congratulations! I just read your Mach II book. It's a masterpiece... head and shoulders above the rest.' followed by 'HARVEY MACKAY, CHAIRMAN & FOUNDER, MACKAYMITCHELL' and a 'READ MORE' link.

AT BLISSBUSINESS.COM YOU WILL FIND:

- **FREE monthly blog subscription!**
Sign up to receive Richard's latest training and send to your friends.
- **FREE access for downloading dozens of archived training articles, audios, videos, PowerPoint presentations, and books** to your computer and/or iPod!
- **FREE real-time quizzes** that assess your skill level and give you on-the-spot feedback.
- **FREE access to Richard himself!**
Ask your questions and/or **request a guest appearance** on your next group training call.
- **Huge discounts for bulk orders** only available on BlissBusiness.com.
- **Books, CDs, and software** available to order. Get your whole team using them!
- **Dates and locations of Richard's next Vision workshops, seminars, or retreats.**
- **A brief bio** that will leave you eager to read the rest of Richard's story in *Mach II With Your Hair On Fire*.
- **Dozens of endorsements** hailing the virtues of Richard's tools and trainings.
- **A photo gallery** that will inspire you to create a lifestyle of choice for yourself!

"If you are committed to extraordinary success, Richard Brooke's information on Vision and Self-Motivation is some of the best you will find anywhere. Richard is a great example of what a person can do with the right information ... plus, he understands the importance of sharing."

Bob Proctor

Author of the best-selling book, *You Were Born Rich*

“THE BEST explanation of how Network Marketing works (I say) is this 22-minute *The Four Year Career* video by Richard Bliss Brooke. Besides his clear, concise, just ‘hit-the-highlights’ content and no hype delivery, Richard’s bit about the ‘Asset Value’ of a residual income is brilliant (and he’s the ONLY one I’ve heard make such a powerful point of it).

This is THE ‘generic’ explanation of Network Marketing our team is using. It works!”

John Lowery

Carlsbad, California

“I LOVE your work, Richard! You are so real in print and audio, but especially in video and in person. Thank you for sharing your heart!”

Beth Williams

Columbus, Montana

“Richard Brooke’s Vision Workshop really put my whole picture together in a totally different and dynamic format: one that excited me, has me motivating myself, and has me continuing to add detail and action to my vision. I know I have my life moving now in the direction I want, and I will be achieving all of my dreams.”

Teresa Barrett

Huntington Beach, California

“Richard’s work has impacted me in a major way, taking me higher and farther than I would have gone without it. I’ve passed it along and seen phenomenal results in people’s lives and businesses.”

Paul Devlin

Paonia, Colorado

“Richard Brooke captures the essence of success principle No. 1: You’ve got to believe it before you will see it. Through his own experiences, he comes to life in a brilliantly simple, thought-provoking, powerful message about developing a new belief system. He grabs you from page one. A handbook for anyone wanting to create a success mentality!”

Carol Anton

Las Vegas, Nevada

“Richard Brooke has inspired me through his books, talks and his commitment to our profession!”

Jordan Adler

Las Vegas, Nevada

“Whenever a new member enrolls into my team, I give them a copy of *The Four Year Career* as a welcome gift (I also use this book for prospecting). And, I just ordered *Mach II With Your Hair on Fire* books from your site to give to my team as a 2013 New Year gift. Good stuff!”

Lori Torres

Los Angeles, California

“Listen to *The Four Year Career* until you wear it out and the information taught exudes from every fiber of your being. You will then be equipped to shift paradigms about Network Marketing.”

Paula McInaney

Colorado Springs, Colorado

CONNECT WITH RICHARD ON FACEBOOK



There's so much to **LIKE** when you become a fan of Richard:

- Get Richard's top tips and insights on how to build your empire
- Enter to win free products (including Richard's best-selling books!)
- Interact with Richard and other industry pros who share your passions
- Be the first to know about upcoming events and the latest industry news
- Share your favorite posts to build belief and credibility in your opportunity
- Get inspired with Richard's videos, thought-provoking posts, and so much more

Richard is excited to connect with you on Facebook and help you along your journey to Network Marketing success. Become a fan today: facebook.com/RichardBlissBrooke

DO YOU KNOW HOW YOUR PROSPECTS FEEL ABOUT NETWORK MARKETING?

Just like you, I wondered what people *really* think about Network Marketing, so I hit the streets with a video crew. What transpired was shocking ... *even to me*. After reading my book, I ask that you take 15 minutes to watch my short video.

I promise you won't be disappointed; it will make you laugh (yes, I even ran around the city in a Super MLM Man costume!) and hopefully open your eyes to the work that we need to do as a profession. The future of Network Marketing depends on helping people understand WHAT Network Marketing really is and how it works.

When we all strive for this, we all win.

L.B.



WATCH AT SUPERMLMMAN.COM

THE FOUR YEAR CAREER[®]

"*The Four Year Career* is honestly the best book on the Network Marketing industry that I have ever read. I bought a copy for every leader on my team to use for prospecting and training. We need people like Richard Brooke to be ambassadors for the industry as a whole. It's time for all of us, in all companies, to work together to promote Network Marketing. We would all be more successful with his attitude."

Maggie Williamson
Boise, Idaho

"I actually received a copy of *The Four Year Career* from a leader in my group. She is like me – we study the industry as well as our supplier. I LOVE the book and it will be included with every new team member who I have access to. I use it to give our team a vision for the industry which will help them to understand how to create a residual income by building in depth, to understand the numbers, etc."

Rhonda Woodman
Essex, Massachusetts

"What my wife and I like best about *The Four Year Career* is it speaks for us better than we ever could. The prospect understands what Network Marketing is, and maybe more importantly, what it isn't. And now, for the RIGHT REASONS, they either want to learn more about our program, or they don't. And either is ok."

Jeffrey Romualdi
Harrisburg, Pennsylvania

"I ordered ten of Richard Brooke's *The Four Year Career*. It is just phenomenal! Each time I read it, I catch something new that I missed before."

Emily Taft
Georgetown, Massachusetts

"Residual income is the most exciting aspect in wealth creation. This book teaches you how to build, sustain and enjoy your Network Marketing Money-Making Machine!"

Lisa Jimenez
*International Speaker,
Best-Selling Author & Success Coach*
Delray Beach, Florida

"*The Four Year Career* is the absolute best training I have ever read on explaining Network Marketing for the common person. Thank you, Richard, for making it so simple, compelling and motivational!"

Lynette Mansur
Plover, Wisconsin

"*The Four Year Career* is very well done and a great asset to those who 'don't get it.' It touches on the key factors of Network Marketing – using easy to understand terms and examples – and sets the record straight."

Steve Jackson
Hamilton, Ontario – Canada

"I love *The Four Year Career*. It's great! Thanks Richard, for all you are and all that you do."

Mark Hibbits
Norwich, United Kingdom

"Jam-packed with compelling facts and stories, *The Four Year Career* is a no BS, tell-it-like-it-is powerhouse of a book. Read this, and you'll be more confident than ever in the future of your Network Marketing business. Share this with the skeptics in your life, and they'll FINALLY appreciate why you've chosen this profession (and more will be joining you too)."

Sonia Stringer
The Women's Business Coach, author of "The Ultimate Guide for Women in Network Marketing"
San Diego, California

ISBN 0-9700399-2-1



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