THE FOUR YEAR CAREER®

How To Make Your Dreams of Fun & Financial Freedom Come True

OR NOT ...

RICHARD BLISS BROOKE

EIGHTH EDITION FEATURING SALES LEADERS:

Jordan Adler, Pamela & Kevin Barnum, Kimmy Merrill Brooke, Denice & Tom Chenault, Josh Denne, Andi Duli, Travis & Summer Flaherty, Adam Green, Hayley Hobson, Dr. Ken Kochman, Sara Marble, Romi & John Neustadt, Loren Robin, Amber Voight, Sarah & Tony Zolecki
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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 many 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 figured out how to make Network Marketing work.

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.
Primarily, the reputation of the profession has been created by the hype … the empty promises and manipulation toward making a lot of income quickly for not a lot of effort … and a deception about what the opportunity is all about. For decades, prospects would ask if what the sales reps were talking about was Network or Multi-Level Marketing, and the sales reps would go to great lengths to convince them it was not. It was NOT like that company everyone had heard about. And yet it was. Over 70 years of deception and empty promises have created a reputation of distrust. We earned it. And it is left to us to change it.

I have also seen that, for those people who “figure it out,” their lives are forever enriched financially, physically, emotionally, and spiritually by the journey of Network Marketing. 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 Lanai, Hawaii. 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 Mach2: The Art of Vision & Self-Motivation.) It outsold every issue in the 100-year history of the magazine.

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 *Mach2: The Art of Vision & Self-Motivation*
- Owner of a Network Marketing company
- Industry Expert and Advocate
- Motivational Seminar Leader
- Ontological Coach

*My own personal story is certainly exceptional and is not what the average person chooses to achieve or is capable of achieving in our business. Network Marketing is certainly not for everyone … perhaps not even for most people. And those who do choose to pursue it usually lose interest in the income opportunity. Building a sales organization takes time, usually years, and most people do not stick with it.*

*Fortunately, when the products are excellent, even those people who give up on the income opportunity may choose to keep using the products and recommending them when it is convenient. These are the people who make up most of the “sales force.”*
## CONTENTS

A Four Year Career vs. A Forty Year Career? .......................... 1
Why Network Marketing? .................................................. 7
Network Marketing Myths ................................................ 21
Traditional Sales vs. Network Marketing ............................. 29
How It Works .................................................................. 33
Four Cornerstones of The Four Year Career ......................... 37
The Asset Value .............................................................. 49
Momentum ................................................................... 53
The Renaissance of the Family & Community ....................... 57
What to Look for in a Network Marketing Company .............. 61

### SUCCESS STORIES

<table>
<thead>
<tr>
<th>Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jordan Adler</td>
<td>66</td>
</tr>
<tr>
<td>Pamela &amp; Kevin Barnum</td>
<td>68</td>
</tr>
<tr>
<td>Kimmy Merrill Brooke</td>
<td>70</td>
</tr>
<tr>
<td>Denice &amp; Tom Chenault</td>
<td>72</td>
</tr>
<tr>
<td>Josh Denne</td>
<td>74</td>
</tr>
<tr>
<td>Andi Duli</td>
<td>76</td>
</tr>
<tr>
<td>Travis &amp; Summer Flaherty</td>
<td>78</td>
</tr>
<tr>
<td>Adam Green</td>
<td>80</td>
</tr>
<tr>
<td>Hayley Hobson</td>
<td>82</td>
</tr>
<tr>
<td>Dr. Ken Kochman</td>
<td>84</td>
</tr>
<tr>
<td>Sara Marble</td>
<td>86</td>
</tr>
<tr>
<td>Romi &amp; John Neustadt</td>
<td>88</td>
</tr>
<tr>
<td>Loren Robin</td>
<td>90</td>
</tr>
<tr>
<td>Amber Voight</td>
<td>92</td>
</tr>
<tr>
<td>Sarah &amp; Tony Zolecki</td>
<td>94</td>
</tr>
</tbody>
</table>

SHARE IT ...................................................................... 99
BLISSBUSINESS.COM .................................................. 101
MACH2 ...................................................................... 103
“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

“When Galileo invited scholars to look through his telescope in order to see the new evidence, they flatly refused. They didn’t want to see any data that might count against the earth-centric view of the universe. It is difficult to think of a more revelatory episode of cognitive dissonance. They simply shut their eyes.”

MATTHEW SYED
Black Box Thinking: Why Most People Never Learn from Their Mistakes—But Some Do (Portfolio, 2015)
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 created a compounding, or geometric progression, possibility of the growth of the sales force because every customer could become a sales rep and begin building a sales team. The classic 4 who recruit 4 who recruit 4 (1 – 4 – 16 – 64) presentation was born to show people how a sales organization could grow.

The marketplace was drawn to Network Marketing because the business model allowed for a person to build a sales team of dozens, maybe hundreds, maybe even thousands of people by only enrolling a few themselves. This leverage of time and effort allowed people to see a wealth-building opportunity.

Building a sales team is a lot harder than it looks on paper. Fewer than 10% who attempt to build any size team actually do so, and the percentage of people who build one into the hundreds is single digits. The percentage of people who build one into the thousands is far less than 1%.

Although the odds of building any kind of wealth are slim, that does not deter people from going for it. Why not? There is little to lose as
long as you are smart with your money … and a great deal to gain. And in the end, most people (90%) who join any company just do so because they love the products and the people, and they are very happy earning a few hundred dollars or less each month by merely recommending the products to others.

Network Marketing is also referred to as Multi-level Marketing, Relationship 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 $34 billion in annual sales by 18 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.

There are several levels of participation for those choosing to get involved in Network Marketing.

**Customers**

A customer is created when an existing customer (who could also be a distributor) recommends a product they love, and the new customer tries and likes the product at the price charged. Customers may order randomly as needed or set themselves up on auto ship.

** Distributors**

This level is designed for customers who want to recommend the product and are OK with earning a small profit from each sale. Distributors usually do not have to inventory product, but rather,
just refer the new customer to the website and the company pays the distributor the profits from the sale. Inventorying product is of course preferable, as some customers want to take delivery immediately. Being a distributor is relatively easy and does not require a lot of time or lifestyle changes. Whether a distributor “succeeds” and remains a distributor depends generally on whether they create and maintain any customers.

90% of all Network Marketing participants are either customers or distributors in most companies.

**Sales Leaders**
Sales Leaders have the intention of building a sales team of distributors and other Sales Leaders. The Four Year Career was written about, and for, Sales Leaders: ambitious and courageous people who are committed to creating financial freedom.

---

**POSSIBILITIES**

My personal story, other stories, and examples of “possibilities” shared herein are absolutely the exceptions rather than the average results. The “average” person who joins any Network Marketing company usually does not manage his or her motivation adequately and ends up quitting before earning a sustained profit. In fact, most people do. This book is not about claiming what will happen for you, but rather giving you enough information to decide for yourself what might be possible.
Our profession is often criticized and censored for telling our stories and showing what is possible. The reason is, historically, possibilities have been represented as promises. Success in Network Marketing requires the same types of talents, efforts, and commitments required to succeed in any business. There is no free lunch here … because freedom is not free.
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
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 40/40/40 Plan

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.”

Also, 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. Since most people in
their 30s and 40s are not even working in the careers 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, the better. There are additional viable options if you choose to consider them. The cheese has been moved.¹

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 Option

The Four Year Career was originally conceived in 1977. Although I never went to college, I was working with a few college kids on building their Network Marketing businesses. I was living in Des Moines, Iowa, so I decided to interview some marketing students at Drake University to understand the effort and cost they were investing for four years of college in relationship to the outcome.

What I was thinking about was how successful someone COULD be if they invested some of their effort and studying hours into building a network. I knew if someone invested even a fraction of the capital (in training, travel, tools, marketing, etc.) and a fraction of the time, that instead of graduating with debt and begging for a job, they could graduate with a $5,000 a month residual income. What kind of job would they end up accepting, what kind of posture would they have in looking for a job, where would they choose to live if they graduated with Freedom? I expect their choices and the story of their lives would be a lot different.

¹Who Moved My Cheese? by Spencer Johnson
Ultimately, I found that college kids were not the best candidates for this kind of career … too many distractions. So, The Four Year Career became a business plan for people who were ready for a change in their lifestyles, financial security, and professional development.

The “four years” is arbitrary. There is no magic number of years. I have seen people get free in less than a year’s worth of effort while others take 6-7 years. And, of course, most people never follow the plan and end up right back in their old lives. That is not a bad thing. We all have it pretty good regardless of our chosen career path.

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? Who 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.

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%?
Real Estate
Many of us gain most of our net worth through the payments we make over time on our own homes. 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.
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
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.
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 70 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). 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.
A key question to ask if you are concerned is, “What percent of total company sales goes to people who are not also earning a royalty check on their sales organization?” This is the true definition of a customer: someone buying the product and the only motive is to buy the product. If at least 50% or so of sales are going to customers, it is likely a legitimate business.

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’ve also read in the last few years about the banking and investment industries, 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 1,000 Network Marketing firms distributing over $36 billion a year in goods and services in the US alone. *About 200* 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. This does not mean that just because a company is a DSA member that it is totally legitimate. You need to do your own analysis.

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. Who do you know that is right now looking to get involved in Network Marketing? No one, unless they are already involved.

90% of new realtors never sell a house and end up quitting. The world is made up of those who want to achieve and those who do. The percentages are about 90/10. Network Marketing does not magically change that.

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 18 out of the last 20 years, including over 90% in just the past 10 years. A staggering $183 billion worth of goods and services are sold worldwide each year in this industry. There are 20 million Americans and 99 million people worldwide who participate at some level in this concept.

Twenty-five years ago there were no books written on the subject of Network Marketing. Now there are dozens … some have sold millions
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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.

Tony Robbins, American motivational speaker and author of *Unlimited Power*, *Unleash the Power Within* and *Awaken the Giant Within*

“What’s beautiful about Network Marketing is you get all the benefits of being a business owner, without all the headaches, and without the same level of risk. And so I think Network Marketing’s amazing!”

Richard Branson, Founder of Virgin Group, business magnate, investor, and philanthropist

“I’m a tremendous Believer in Network Marketing.”
Jim Rohn, entrepreneur, author and motivational speaker

“Network Marketing is really the greatest source of grassroots capitalism, because it teaches people how to take a small bit of capital, that is our time, and build the American dream.”

Bob Proctor, the “Foremost Personal Achievement Philosopher”

“What you sow, you reap. It’s the law of nature. Network Marketing is perfectly aligned with that. You truly get EXACTLY what you are worth. NO nepotism, NO favoritism. That’s rare today.”

Brian Tracy, business coach, bestselling author, thought leader

“The future of Network Marketing is unlimited. There’s no end in sight. It will continue to grow, because better people are getting into it. It will be one of the respected business methods in the world.”

Darren Hardy, Publisher of SUCCESS Magazine

“The future of employment is self-employment. Direct selling is one of the few business opportunities that offers average people, with above average ambition, to achieve an above average lifestyle, peace of mind, and financial security.”
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.”

David Bach, author of the *New York Times* bestseller *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.”
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.”

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* bestselling 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 Buffett, billionaire investor and owner of three Direct Selling/Network Marketing companies

“The best investment Berkshire Hathaway ever made.”
Every man takes the limits of his own field of vision for the limits of the world.

– ARTHUR SCHOPENHAUER
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 domains, 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. 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 offers 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 benefits, 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:

**Customers**
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 customers after pursuing the income opportunity and deciding it is not for them.

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

A Distributor 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.

**Sales Leaders**
A Sales 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 Sales Leader may enroll as many as 100 people to build with them. Out of those, most will just use the product, some will retail it, and a few will actually do what the Sales Leader did by enrolling others.

To be a successful Sales 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.
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.
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.

Network Marketing is simply a lot of people “selling” a little bit each.
The differences between salespeople and Network Marketing people are:

<table>
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<tr>
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<td>Incentives</td>
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<tr>
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To Sell $1,000,000:

100 salespeople each sell $10,000 = $1,000,000

10,000 volunteers each sell $100 = $1,000,000
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
There are Three Basic Activities Required to Create Your Own Four Year Career

1. Be a Customer

First, become your own best customer. USE all of your company’s products in as many ways as possible to discover your favorites. 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 recommending it.

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 to “Just 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, website, or app. Those who master inviting eventually master The Four Year Career.

Again, this is not selling, convincing, or arguing. People are either ready in their lives 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 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 opportunities.
CHAPTER SIX

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
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

Geometric progression of your sales team's growth is easy to show on paper as a hypothetical but takes leadership, motivation, and dedicated effort for years to accomplish. Most people (an understatement) do not maintain their motivation to continue.
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 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.
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.

Geometric progression of your sales team’s growth is easy to show on paper as a hypothetical but takes leadership, motivation, and dedicated effort for years to accomplish. Most people (an understatement) do not maintain their motivation to continue.

**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 earn more income 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 minds to becoming a Network Marketer and recommending it.

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. Try personally selling $400,000 a month of any product. You would have to work about 1,000 hours a week. Your family would not like it.

**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 uses and recommends just $200 of product per month, there would be 340 people selling a total of $68,000 worth of product monthly.

If you were paid an average royalty of 7% on that $68,000, your monthly check would be $4,760.

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 histories 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 that translates into an additional $204,800 in sales.

*Geometric progression of your sales team’s growth is easy to show on paper as a hypothetical but takes leadership, motivation, and dedicated effort for years to accomplish. Most people (an understatement) do not maintain their motivation to continue.*
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.

In order to get four to actually “do this” and be a Sales Leader, each Sales Leader will have to enroll 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.
If we don’t change our direction we’re likely to end up where we’re headed.

– CHINESE PROVERB
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.

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 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

![Image showing generation growth]

$200 sales each \( \times \) 340 people = $68,000

If each person has $200 in sales, that’s 340 people earning total sales of $68,000. You could earn an average of 7%* on all of it per month:

$68,000 \( \times \) 7%* = $4,760 a month = $1,000,000 Asset Value

$4,760 a month for example is worth about $1,000,000 at a 10% annualized return over the course of 10 years.

*Industry average.
value of $1,000,000. 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.

*Geometric progression of your sales team’s growth is easy to show on paper as a hypothetical but takes leadership, motivation, and dedicated effort for years to accomplish. Most people (an understatement) do not maintain their motivation to continue.*
CHAPTER EIGHT

MOMENTUM

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

– ALBERT EINSTEIN
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 go for the ride of your life.

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.

Another way to look at the growth of your group is to look at the Penny a Day chart on page 56. 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
You Have Got The Ball Rolling But… (2-4 years)
Critical Mass
Your Income Becomes Residual
Launching Your Business (1-2 years)
Get In And Enjoy The Ride
Maximum Effort For Least Results
Less Effort But You Still Cannot Let Off
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.

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

Geometric progression of your sales team’s growth is easy to show on paper as a hypothetical but takes leadership, motivation, and dedicated effort for years to accomplish. Most people (an understatement) do not maintain their motivation to continue.
It’s what you learn after you know it all that really counts.

– COACH JOHN WOODEN
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, 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 is 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
- Generosity
- Open-mindedness
- Cooperation
- Honesty
- Integrity
- Authenticity
- Courage
- Forthrightness
- Leadership
- Love
- 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?
What to Look for in a Network Marketing Company

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

– AYN RAND
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 the company when they decide to jump in and stake their reputations 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.
The following stories feature people who may be much like you. Certainly in the beginning, they didn’t understand or necessarily believe in the possibilities of Network Marketing. And as you will read, most were not instant successes. Many of them have the same stories as most people 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.

**DISCLAIMER**

These success stories are exceptional exceptions and are shared here to inspire you and show you people from different walks of life who have succeeded. They are not what you should expect to accomplish. They are 1 out of 10,000 or less. And yet it is interesting to note where they came from and what they accomplished. And maybe, just maybe, you could do the same.
Jordan was introduced to Network Marketing in the early 1980s when he bought a book about it at a garage sale for 25 cents. He says, “That little book did more for my financial future than my four-year college degree!”

Jordan’s father preached the value of a college education and getting a good job, but Jordan was drawn to business ideas that would someday make him a fortune.

After graduating, Jordan moved from the Chicago suburbs to Phoenix, Arizona, with just a guitar, suitcase, $250 and a dream. Within a week, he was out of money and answering classified ads for business opportunities.

Over the next 10 years, he joined—and quit—11 Network Marketing companies. Although he never sponsored a distributor and never received a check, Jordan continued to bounce back. “My motivation for pursuing Network Marketing...
was to free myself from the confines of Corporate America and a limited paycheck. I perceived that residual income and the leverage of building a network of people was the ticket to freedom,” he says.

He racked up credit card debt, mostly from product purchases, seminars, books, and business start-up fees, and viewed this as his “education.”

In 1992, Jordan joined his twelfth Network Marketing company. Jordan learned the business through trial and error and has too many mentors to count. He takes little credit for his success. Once he realized he wouldn’t find success outside of himself, everything changed.

He recalls that he was still renting the garage where he lived for $200 a month when his monthly checks hit five figures. He was traveling so much building his business that moving was his lowest priority!

He just kept going until he found really good people, and to this day, he is still learning and building. His philosophy? “Don’t quit on a bad day!”

He still sponsors between 1-4 people per month and has had 150,000 distributors join his team in the last 10 years.

For Jordan, Network Marketing is about living his dreams and inspiring others to do the same. As an example, Jordan recently attained his private helicopter license to be able to fly his distributors around for fun.

Jordan is the author of the bestseller "Beach Money: Creating Your Dream Life through Network Marketing" and donates 100% of the profits to kiva.org to help fund loans for entrepreneurs starting businesses in developing countries.

This success story is not typical and is shared to inspire you and show you what’s possible. It is not what you should expect to accomplish.
As a police officer, Kevin knew what it meant to work more than 60 hours a week, as did his wife, Pamela, a former undercover police officer who had become a prosecuting attorney. They had disciplined plans for financial freedom, investing in the stock market and in real estate, but they found themselves working non-stop. Time freedom seemed elusive.

In 2009, a neighbor shared a product with Pamela, who wanted the same great results that their neighbor had experienced. Pamela recalls, “She said, ’And by the way, it’s Network Marketing.’ I had no idea what Network Marketing was, so I asked Kevin.”

His reply? “We don’t want anything to do with that. They’ll fill our garage and we’ll have no friends left!”

Pamela promised not to fill the garage and placed an order. Later, after...
falling in love with the products and recognizing the opportunity for
time freedom and income, they began building the business just as
deliberately as they had been managing their investments.

“We didn’t have any extra time, so we fit two hours in after our son
went to bed,” Pamela says. Five nights a week they focused on income-
producing activities and treated it like a million-dollar business, long
before it became one.

Within 18 months, they were earning enough residual income to more
than replace their annual salaries. They still strongly recommend that
people continue working their job until they double their salary, at
the very least.

They personally enrolled 87 people that first year and averaged 50 new
personal enrollees annually over the next three years. They believe
you must lead by example, so they continue to recruit on a weekly
basis. In seven years, they have grown their organization to more than
35,000 people and have received many company awards.

Pamela and Kevin strongly believe in Network Marketing, and know
that integrity, daily action, and passion are what allowed them to
experience this success.

They’ve traded in their hectic 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 those two focused hours on their business and have a
one full-time job to have another. I became a professional Network
Marketer for time freedom, and I’ve honored that ever since.”

This success story is not typical and is shared to inspire you and show you what’s possible. It is
not what you should expect to accomplish.
Kimmy will never forget the day her daughter went away for the summer. Hailey was 11 years old and it was the first time they’d be 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 faced 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.

With no previous Network Marketing experience, this heart-driven leader built a wildly successful organization in only four years ... and is passionate about sharing this incredible gift with others.
That day however, as she drove back to work, 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 the profession. That was the day her entire life changed.

Kimmy was working more than 60 hours a week at a school, but she decided to devote her lunch break to building her business. She embraced the idea of having lunch with a new person each day as a way to expand her network and build relationships. Within three months, those lunch meetings had paid off. She’d personally enrolled 30 people and was able to quit her full-time job.

In just four years, she created a team of nearly 20,000 people in 12 different countries. More importantly, she and her daughter have been able to travel the world, taking every single vacation they have together!

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.

The most unexpected gift of all for Kimmy has been the discovery of love through this profession.

*This success story is not typical and is shared to inspire you and show you what’s possible. It is not what you should expect to accomplish.*
“Love like crazy, then love more!”
That sounds crazy, but it totally defines Denice and Tom … who they are, what they do and why they do it.

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

But success was not always in the cards. Like many 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 head around the skill sets necessary to build and effectively maintain a big organization. They began attending industry events and seeing what the really successful people were doing and committed to doing that. And do it they did.

Tom shares the shift in mindset: “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 abandoning the scattershot approach and pivoting toward 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.”

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 philosophy has helped Denice and Tom to see each person they meet as someone they can make a contribution to, instead of seeing each one as a prospect. This has been key to their incredible 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.

This success story is not typical and is shared to inspire you and show you what’s possible. It is not what you should expect to accomplish.
Josh first encountered Network Marketing as a 17 year old who’d answered a newspaper ad. With his troubled childhood and the hopelessness he felt, he didn’t expect to live past his 18th birthday. And though he wasn’t successful after joining that first company, for a kid with such a bleak outlook, that uplifting, optimistic meeting was life altering.

Years later, struggling with a long commute to an undesirable and low-paying job, he met a waitress who invited him to another meeting. He didn’t want to go, but she was so persistent he went just to get her off his back.

At that meeting, Josh found himself completely captivated and realized that he had been praying for something like this.

As before, personal development
really resonated with him. And though it took about a year, he began replicating what he saw the successful and authentic business builders doing and he began successfully following a system.

He says, “A big shift was when I stopped thinking about how to get people into MY business and how they could make ME money. I started thinking about THEM … how I could improve THEIR lives.”

Thinking more about his people and how to serve them and less about his check led Josh to a booming business and a stronger grasp on the profession. That professionalism paid off financially, and soon his family was enjoying an income that allowed them to live in a way that a younger Josh could never have imagined.

Eventually, he moved to another company to build anew. This one really appealed to his gut, because instead of talking about money, the founder was sharing a big vision of growing a company that focused on helping spark the American dream in people. This other-centric philosophy was completely in line with Josh’s evolved mindset and approach and was what he’d been seeking.

Reignited, Josh personally sponsored 46 people in his first 90 days and 32 more over the next four years.

With more than 86,000 active reps today, Josh has demonstrated the immense power of personal growth and servant leadership. He now lives life by choice and not by circumstance. And he can provide very well for his family, be with them every day, and together they travel the world. His advice? “Be willing to learn how to think differently and show up! It’s not easy. But it’s worth it.”

This success story is not typical and is shared to inspire you and show you what’s possible. It is not what you should expect to accomplish.
Andi grew up poor in Albania during the harsh years of communism and remembers going to bed hungry and not having electricity or running water.

As a child, he heard about “The American Dream,” but 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. He was driven to live a better life, so he left his family and country and came to America in 1998 at just 18 years old. He arrived with only a few hundred dollars in his pocket, did not speak English, and had no connections.

He learned English quickly and attended college, but found himself delivering pizza for a living and still a freshman after three years. He was desperately looking for the

Andi came to America with next to nothing but reached his American dream through Network Marketing. He now has a team of more than 16,500.
opportunity that had led him to uproot his life and move half a world away.

Finally, someone at his church shared a DVD presentation about the Network Marketing opportunity. It turned out to be exactly what Andi was seeking.

When he started in Network Marketing, he was broke, with thousands of dollars in credit card debt. Still, he was driven by the dream of being financially free and giving back to his family. From the start, he made a commitment to keep going until he learned everything he could to be successful. Failing was never an option, as too many people were counting on him and his vision was too big.

Today, Andi has personally enrolled about 90 people. Out of those 90 people, three caught the vision and went after it like he did. His team has now grown to more than 16,500 distributors with annual sales of about $30,000,000 and growing. Now, Andi is debt-free and truly living the American dream.

He has been able to retire his parents, bring them to America, and even take them on a six-week trip of a lifetime. He’s been afforded the opportunity to support his sister so that she can be a stay-at-home mom. 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.

He says, “We’re all fundamentally the same. The ones who rise to the top have a high value on learning.”

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Travis and Summer have been married 18 years and have six beautiful children. Family is the accomplishment of which they’re proudest and around which everything else in their life revolves. Travis says, “We are a true entrepreneur family. Our children travel with us when school permits, and we use our business as a platform to teach them about following their dreams, leadership, and the power of entrepreneurship.”

The Flahertys have always been entrepreneurs. Prior to Network Marketing, they owned and operated many different businesses, including a health club chain, tanning salons, and a lead-generation company.

A good friend approached them about getting involved in the industry and, at first, they were reluctant to join because of the stigma associated with the business model. However, after
watching their friend’s success, and educating themselves on the profession, they chose to get involved in 2005.

Travis highly recommends trying new things you’re drawn to even if you fear criticism: “See your life as one giant adventure. Keep pursuing your passion, following your dreams, and don’t slow down for one second to listen to the naysayers. Your dream is worth it!”

Since making the decision to go into Network Marketing, the Flahertys have been blessed to help tens of thousands of people around the world get started on a path toward building their dream lives.

They have personally sponsored more than 350 team members and customers in their business, and their personal organization has exceeded 30,000 people globally. They have been featured in numerous publications related to home business, were nominated in 2014 as “Distributor of The Year” by TAMM (The Association of Multi-Level Marketing), and their story is part of Eric Worre’s popular series “A Better Way.”

As lifelong entrepreneurs with great vision, they see the value of Network Marketing as a tool to create financial opportunity on your own terms, and they continue to expand their mentoring and coaching reach beyond their own organization and company. Active in social media and adept at marketing, they have found a platform to share their message of faith, family and freedom.

When asked the best advice they can offer someone getting started in the Network Marketing profession, their response is: “Be unrealistic about your goals and dreams. Surround yourself with people who inspire and lift you up. Always believe in yourself. Faith it until you make it, and never, ever quit on your dreams.”

This success story is not typical and is shared to inspire you and show you what’s possible. It is not what you should expect to accomplish.
At 11, Adam’s mom introduced him to Network Marketing products, but he did not understand there was a business plan attached. In their family, natural products, such as essential oils, were familiar. It’s simply what they used!

During college, Adam hit the low point of his life … living for the weekend and partying to escape reality. Nearing rock bottom, Adam discovered Network Marketing when his friend invited him to an opportunity meeting.

He says his first thoughts were, “WOW! How was I not taught this in all my years of schooling, never told about this as a viable career choice and profession?”

Hungry for more information, he attended a series of meetings of increasing size to learn what he could
about this eye-opening business model. The ability to control his own
destiny by being his own boss was very enticing, especially looking
at retiring from traditional work in four years instead of forty! With
a passion for natural health, he selected a company with products
familiar to his upbringing.

At first, Adam was building his Network Marketing business part-
time, as he worked as a full-time personal trainer. In late 2011, at 22
years old, Adam resigned from his job and committed full-time to his
business.

A mentor had taught him: “Treat your business like a business, get
paid like a business. Treat your business like a hobby, and get paid like
a hobby.” Adam chose to engage in his Network Marketing business
like the fantastic business opportunity it really was and began building
a massive organization.

When he engaged, he personally sponsored 46 new people in the first
year, along with 37 the next year, 45 the year after that, and 29 people
the following year. With that shift, five years later, Adam’s team has
grown from 250 people to more than 40,000! At only 27 years old,
Adam leads an organization with $2,000,000 in monthly sales and
& Escape to Financial Freedom" to inspire more millennials to take
control of their financial futures through Network Marketing.

Adam has found his purpose and is living a lifestyle that many only
dream about. His burning desire to share the value of this profession
and empower others with their physical and financial health is
infectious … and he’s just getting started.

This success story is not typical and is shared to inspire you and show you what’s possible. It is
not what you should expect to accomplish.
After years in entertainment law, Hayley made the bold move to pursue her passion: health and fitness. She relocated to Boulder, Colorado, managed several fitness studios, and built a thriving Pilates and yoga business. However, she soon found that stress was running rampant in her life.

A fellow health coach introduced her to essential oils. Although Hayley had no interest in the business opportunity (she thought it seemed like a lot of work for a little return), she fell in love with the products and their profound impact on her body.

Hayley knew she needed to reduce her stress and took a leave of absence. That was the first time in her life that she was in 100% control of how she spent her time. She didn’t have to show up on-the-clock to get paid, and she wasn’t being held hostage to

Hayley was looking for a way to be in control of her health, time, and money. And she found it through Network Marketing. In just three years, she hit every company record, has 12 leadership legs and more than 26,000 people in her downline.
her clients’ schedules. She realized she had to find a way to make money on her terms.

Hayley took a hard look at what she found most satisfying in the work she was doing. At the core, she wanted to spend time helping other people. With that as her foundation, she took a fresh look at the company’s business opportunity and decided to go “all in.”

From the beginning, Hayley knew that the more successful her team was, the more successful she would be. She says, “The biggest benefit in working with a Network Marketing company is you have all the tools you need to be successful and a community to help you do it.”

For the first two years, Hayley averaged about 200 personally enrolled team members per year. In the third year, she sponsored 80 more, and she focused even further on her team and what they needed to be successful. Today she has nearly 40,000 people in her downline and growing!

She is loving the growth. She says, “It’s become BIG. Lots of travel, and friends in every city across the globe! We’ve been able to start a foundation to fund an orphanage in Haiti, and we bought a vacation home in San Diego.”

Hayley says, “The single reason I have been successful in this business is because I have invested in the success of others. Success breeds success. I get up every morning, push my excuses aside, and focus on what is going to make our day, together as a team, successful.”

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This success story is not typical and is shared to inspire you and show you what’s possible. It is not what you should expect to accomplish.
Ken started out unlike most. After two failed attempts at college, he turned to his best asset, his mouth, and began a career in telemarketing. He grew a national business that provided the income to invest in other enterprises, like real estate, retail coffee franchises, and billiard rooms. He enjoyed the fruits of his labor, but became unhealthy physically.

Weight gain led to severe back pain and a visit to a chiropractor, who, in Ken’s mind, was a miracle worker. Although doing well financially, the stress of multiple businesses was killing Ken. At age 35, he cashed out and started a career as a third-generation chiropractor. Still a businessman, he was eager to grow his chiropractic practice. It was quite a rude awakening to soon realize he was not in business for himself at all but rather a slave to insurance companies.

Thanks to Network Marketing, this formerly overweight, out-of-shape chiropractor is now an Ironman ... with an $8,000,000 business. More importantly, he has the time and freedom to live where he wants and schedule his life around what matters most.
His health challenges were apparent to others, so a friend kept approaching Ken with a Network Marketing opportunity in a health company, which Ken declined repeatedly until a health scare caught his attention. Suddenly aware of the real risk of not surviving to see his son reach adulthood, Ken joined his friend’s health program, and people around him noticed the weight loss.

Now Ken’s eyes opened to the potential in the business opportunity and he began recruiting! He sponsored 71 health coaches in year one and another 35 in year two. In just 18 months, the income from his part-time “hobby” of sharing the program matched his full-time income, and soon after, he sold his chiropractic business.

After nine years and with more than 30,000 clients and coaches in his downline, Ken’s business provides the time and freedom to schedule his life around what matters most. Plus, he gets to choose where he wants to be. He and his family recently moved from Upstate New York to Las Vegas.

This is one of the benefits of residual income. He says, “We decided to move and were excited! The stability of my business afforded the opportunity to just pick up and move without skipping a beat. In fact, we’re meeting an entire new group of people.”

As a coach, Ken is now expanding his reach to support Network Marketers in achieving what matters most to them. On top of all this, he is an athlete and Ironman, taking his health to the next level ... and this is just the beginning!

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This success story is not typical and is shared to inspire you and show you what’s possible. It is not what you should expect to accomplish.
As a registered nurse, Sara thought that she had to work in a hospital to help people. Surprisingly, she discovered that Network Marketing allowed her to feel fulfilled while sharing amazing products and an opportunity that is changing lives.

It was a slow start for Sara, as she joined only to get her products for the cheapest price. After seeing amazing health benefits and weight loss, it was natural for her to share with her friends and family. In her first seven months, she sponsored three people. Yes, three! Her mom, her husband, and someone her upline “gave” to her were her only team members for almost a year!

It wasn’t until she attended her company’s convention that Sara saw the vision of what Network Marketing could offer. It was there that she was given the tools and training needed
to be successful. Sara started weekly opportunity events and became intentional about sharing the products and opportunity her company had to offer. It was such a brilliant concept that was new to her, but she quickly realized that recommending products that she loved while "working" from home was a perfect fit.

In three short years, Sara climbed the ranks in her company and reached the top of the compensation plan. Nearing five years in the profession, Sara is grateful to her sponsor for introducing her to Network Marketing. Interestingly, Sara joined under someone she had never even met. After sponsoring more than 168 personal ambassadors, Sara’s team has grown to more than 11,000 members and continues to steadily grow.

Now retired from the medical profession, Sara has been able to build a successful team while working from home and managing all that comes with being a wife and busy mom of three young boys. She is grateful for the freedom. She says, “I am so blessed to have Network Marketing and to work from home and be the wife and mom I always dreamed of being.”

Personal growth and development and finding mentors has been essential to long-term vision and giving Sara the inspiration and motivation needed to be successful in this profession.

Giving back to the community and charities that she holds dear has been an especially rewarding result of her Network Marketing career. She says, “It has truly been a blessing to help others and find both time and financial freedom through Network Marketing.”

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Romi and John Neustadt

San Diego, California

Found Freedom From the Billable Hour

Romi and John pursued professions they thought would provide them with financial security and job satisfaction. Romi was a lawyer, and later an award-winning public relations executive at top agencies in New York and Seattle. John was a highly respected doctor with patients from around the US and Canada.

Yet, despite being a two-professional household, they were getting by, not getting ahead. College and retirement funds weren’t getting filled, and they didn’t have the time freedom to put their kids first. At the beck and call of their clients and patients, if they didn’t work, they didn’t get paid.

When they heard about their company from one of Romi’s clients, they were immediately intrigued that an established global brand had moved into direct sales. They determined that Romi could fit this onto her already full plate, which included a thriving public relations

Romi and John left their careers in medicine and Corporate America, and found time freedom and fulfillment in building their entrepreneurial dreams. Best of all, they’re helping more than 60,000 team members do the same.
consultancy, sitting on non-profit boards, and being mom to their baby daughter and three-year-old son.

Romi was coachable and consistent, adding at least 3-5 new business partners and a handful of customers monthly. That consistency translated into 51 personally enrolled team members her first year and being named the company’s top recruiter. In year two she sponsored 40, in year three she recruited 25, and she added 22 more in year four.

In the third year of business success, John was able to walk away from his clinical practice and pursue his own entrepreneurial dreams of building a dietary supplement company. Four years after that, with John’s supplement company requiring little of his time, he began working alongside Romi.

As top earners in their company, Romi and John earn much more than they would in their high-paying previous professions. What they value even more is having complete flexibility over their lives, to put their kids first, and pay their success forward to causes they’re passionate about.

More rewarding than their own personal achievements are those of their organization: more than 60,000 team members in the US and Canada and hundreds of thousands of preferred customers who love their products. Both Romi and John have found renewed purpose and a deep sense of professional satisfaction helping others.

As Romi says, “We help women design their lives with more money, time, purpose and possibilities … to Live Full Out!” Their team has become like family, and Romi and John can’t imagine life without them or this profession.

This success story is not typical and is shared to inspire you and show you what’s possible. It is not what you should expect to accomplish.
While working a dream job for a real estate developer, Loren sold some amazing homes to people who’d been very successful in Network Marketing. Loren had never heard of the profession, so she was curious. They shared two reasons they loved it: residual income and time freedom.

Loren had neither of those things in her real estate business, so it got her attention. But at that point, she was not interested. As a single mother, she felt blessed to be earning so much money and providing a good life for her twin sons. Yet, she was busy, stressed, and didn’t feel like she owned her life.

She kept that pace up until the real estate crash in 2008 when her income plummeted. With her sons in college and her debts mounting, she remembered the success stories of her early real estate clients. Loren
decided to follow her heart into the Network Marketing industry.

Within several months, Loren became the first person to hit the top of her company’s pay plan. In that first year, she personally enrolled 35 people, and by the end of four years, she’d personally recruited 70 team members. Today, she has built an organization of more than 30,000 people with nearly $2,000,000 in monthly sales.

Along the way, she’s developed a deep belief in the power of the industry. Every success depends on personal development—getting better, becoming more, and giving more. The more you help others get what they want, the more you get what you want. Implausible as it may sound, you just earn a living by being the best you can be and showing others how to do the same thing. Then you watch the rewards roll in.

The reward Loren values most is freedom. In 2012, she felt free to leave Florida and move to San Diego to be close to her sons when they started serving in the Marine Corps.

Loren used to receive a large commission check when she sold a property. Today she receives an even larger residual check monthly from her Network Marketing business. She says, “I feel so blessed by the freedom it gives me—freedom to be close to my sons and living on the beach with an amazing view of the Pacific Coast sunsets. My intent is to show others how to receive this freedom, so more of us can live the lives we deserve.”

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For Amber’s entire adulthood she has been aware of the power of Network Marketing. She joined her first company when she was just 17 years old and always believed she would be a leader in this profession. An entrepreneur through and through, she has owned several salons and other businesses, but says she has always been drawn back to Network Marketing because of her belief that it’s the best way to provide the future she wants for herself, her husband and their three boys.

“My motivation was my kids,” she says. “I didn’t want them to grow up broke. I didn’t want to have them know what it’s like to go without food or electricity like I did when I was young.”

Amber approached her current upline, Katrina Giska, who had been in her downline in a previous
company, eager to try the products but with no interest in selling them. However, when her products arrived, she fell in love and knew that she wanted to build a sales organization.

In her first 90 days, her love of the products and massive recruiting helped her earn a number of awards and reach the top level of the company. In that first year, she personally recruited 168 people.

Now in her fourth year, she’s personally sponsored a total of 713 team members and has a goal of adding 350 in the coming year. In addition to her 105,000 team members, Amber has accumulated hundreds of personal customers. With $12,000,000 in sales monthly and a shared team vision, her organization continues to flourish.

With her results and her warm, loving approach, Amber has become a sought-after speaker, trainer and coach. Together with her husband, Dave, she co-wrote a top-selling book “The 7-Cent Decision.”

Amber attributes her wild success to three key elements. First, she used to think she had to sell a lot to be successful, but learned that, except for in the short term, building a team that shares the same vision as you is much more effective than selling a lot yourself.

Her second important awareness is that being truly interested in others increases your influence, which naturally increases your business. Her tip? “The secret to Network Marketing is to just love everyone!”

Finally, Amber is a true believer in continuously working on personal development, and means it when she says, “Your checks won’t grow until YOU grow.”

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Growing up, Sarah and Tony were dreamers. They were on the normal college path, each working part-time and doing what they were “supposed” to do after high school, but feeling uninspired.

Sarah’s boyfriend at the time had recently joined a Network Marketing opportunity, but had pre-judged her and left her off his list. When he did invite her to a meeting, she agreed, but didn’t show up! She “no-showed” three times before finally making it to the presentation that would change her life.

What caught her attention was the people; they were part of something bigger than themselves and were so positive! That struck a chord because she really needed something new and exciting in her life.

The first time Tony heard about Network Marketing, it was a call from his sister insisting he come to These big dreamers found the ideal way to live the lives they had imagined. Through Network Marketing, Sarah and Tony have never missed an important moment in their two young children’s lives … and are making a difference for hundreds of thousands of people around the globe.
Chicago for a presentation. After hearing her so excited, he drove the 90 minutes to the city to see it for himself. The presenter, a former bartender, shared a success story that resonated with him, and before the end of the night, he was 100% IN.

Eventually Sarah and Tony met, married and built a powerful partnership, in life and business. They are serious about business, but still have fun and connect authentically.

Through trial and error, they discovered their current company in 2013 through a Facebook friend. They loved its integrity and the focus on getting retail customers. In fact, they consider product sales to customers the “secret sauce” of any company.

In just 90 days, they enrolled 40 people, and by the end of three years, they had personally sponsored 135 people. Their team’s volume is more than $900,000 a month, and they have a customer base of more than 80,000.

With the customer-centric model they call “Social Retail,” their vision is a team of more than 100,000 by 2020 with 500,000 customers and sales of $60,000,000 annually.

And while the financial rewards of the profession have allowed them to contribute in a major way within their communities and globally, what they value most are the intangibles.

These stay-at-home parents say, “Thanks to Network Marketing, we’ve never missed a ’first moment’ in our children’s lives. We’ve been there for their first steps, their first giggles, and their first teeth. Someone else didn’t have to tell us about it. We’ve been there for every moment.”

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These success stories are exceptional exceptions and are shared here to inspire you and show you people from different walks of life who have succeeded. They are not what you should expect to accomplish. They are 1 out of 10,000 or less. And yet it is interesting to note where they came from and what they accomplished. And maybe, just maybe, you could do the same.

Your income will depend entirely on you, your commitment, your work ethic, your leadership, and your ability to acquire customers and inspire sales leaders to join your team.

Most people who start off intending to build a sales team do not maintain their motivation to continue.

RICHARD BLISS BROOKE

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.
The Four Year Career® is a book to be shared. Your prospects are just like you, so why not use this to build your business? This proven prospecting tool is generic for any Network Marketing opportunity and can bring the shift in momentum you’ve been waiting for!

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WHAT LEADERS ARE SAYING:

“Effective, powerful, insightful, authentic, honest, compelling, convincing, and motivating are just a few of the adjectives that describe Richard Brooke’s book The Four Year Career. His book is a ‘gift’ with a message of hope, belief, and inspiration, that encourages and elevates others beyond what they ever thought possible.”

RITA DAVENPORT

“I don’t think there’s a better explanation of how Network Marketing works. AND Richard Brooke’s exploration of ‘The Asset Value’ of a residual income business is nothing short nor shy of utterly brilliant! A MUST see for every Networker and their prospects!”

JOHN FOSS

“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

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

JORDAN ADLER

“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

“By using The Four Year Career, my business has grown from 3,000 to 40,000 members, went from having 400 people join a month to 4,000 per month, and has gone from $200k in monthly sales to over $2 million.”

ADAM GREEN

“This is a very compelling read as it illustrates WHY & HOW this industry works, while offering real-life examples of people who have ‘made it.’ You also realize each one of them struggled in the beginning just like everyone else. Great insights, Richard, and thank you for making this information available to everyone.”

BO SHORT

“But, how do you or your prospect actually learn what really is Network Marketing? And, how do you teach it to others? That’s why I love Richard Brooke’s book. It’s simple. Easy to read. And small!!! All things that make it easy for a prospect to understand and say YES to you and your opportunity.”

ONYX COALE

“I am prospecting with The Four Year Career books, and I am having a blast. When I first read it, it helped me understand the profession and helped me make a long-term commitment to see it through … and played a big role in my success.”

ANDI DULI

“As a team and personal prospecting tool, The Four Year Career is by far one of the best resources we have to educate people about network marketing. It makes the follow-up discussion easy and enjoyable! We share this amazing book with all of our new business partners to build their belief, increase retention and get them started on the right foot.”

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