

**IT'S TIME
FOR
NETWORK
MARKETING**

**THE MOST
REMARKABLE
FORM OF
FREE ENTERPRISE
EVER CREATED**

EDITED BY JOHN MILTON FOGG

It's Time... for Network Marketing
The most remarkable form of free enterprise ever created

Copyright, Creative Commons License and Publishing Information

© Copyrights 2007 All rights reserved by the authors: Lou Abbott, Margie Aliprandi, Robert Allen, Scott Allen, Jim Bartlett, Richard Brooke, Bob Burg, Art Burleigh, Corey Citron, Len Clements, Anthony Diaz, Michael Dlouhy, Steve Dom, John Milton Fogg, Monique Gallagher, Jim Gillhouse, Lim Eng Hai, Art Jonak, Nicki Keohohou, Robert Kiyosaki, Kim Klaver, Brian Klemmer, Terri Levine, Mike Lewis, Linda Locke, John David Mann, Jillian Middleton, Kathi Minsky, Warren Nelson, Rod Nichols, Shelley Penney, Paul Zane Pilzer, Mike Pottillo, Paula Pritchard, Bob Proctor, Lorna Rasmussen, Kimberly Rhodes, Kathy Robbins, Teresa Romain, Tony Rush, Tim Sales, Tom Schreiter, Sue Seward, Bo Short, Roberto Torres, Ty Tribble, Jackie Ulmer, Dr. Denis Waitley, Diane Walker, Wendy Weiss, Lisa Wilber, Dennis Williams, and Mark Yarnell

Creative Commons License

You have permission to copy, display and distribute any articles available in this book with permission of the author and under the conditions put forth in the license below:

Attribution: You must attribute the work in the manner specified by the author, editor and publishers, including book title, editor, publishers and individual author's copyright, bio, website links and contact information.

Noncommercial: You may not use any portion of this work for commercial purposes (i.e.; do not resell any essays.)

No Derivative Works: You may not alter, transform, or build upon this work.

For any reuse or distribution, you must make clear to others the license terms of this work.

Any of these conditions can be waived if you get permission from the individual copyright holder.

It's Time... for Network Marketing
The most remarkable form of free enterprise ever created

Edited by **John Milton Fogg**
 Copyedited and Proofed by **Claudia Volkman**
 Book Design and Layout by **Tom Bellucci**
 Published by **Leonard Clements, MarketWave, Inc.**
 and **Monique Gallagher, Highest Potential**

xi	Foreword
1	Lou Abbott <i>To Live, to Love, to Learn... to Leave a Legacy</i>
5	Margie Aliprandi <i>It's Not Just the Money</i>
11	Robert Allen <i>An Open Letter from New York Times Best-Selling Author, Robert Allen</i>
23	Scott Allen <i>What's So Special About Network Marketing?</i>
27	Jim Bartlett <i>Put a Price Tag on That... If You Can</i>
31	Richard Brooke <i>Network Marketing: The Four-Year Career™</i>
35	Bob Burg <i>The Blessing of Free Enterprise Is that Everyone Benefits!</i>
41	Art Burleigh <i>Travel Isn't a Luxury— It's Homework for a Meaningful Life</i>
51	Corey Citron <i>What's So Great About Network Marketing?</i>
55	Leonard Clements <i>The Four Greatest Fears of Starting Your Own Business</i>
63	Anthony Diaz <i>Abide & Abound</i>
67	Michael Dlouhy <i>The #1 Most Motivating Benefit of MLM</i>
73	Steve Dom <i>Full-Time Income Working Part-Time</i>
77	John Milton Fogg <i>The People's Franchise</i>
89	Monique Gallagher <i>Network Marketing: A Divorced Woman's Hope</i>
97	Jim Gillhouse <i>Why I Think Network Marketing Is a Perfect Opportunity For Anyone In The Military</i>
103	Lim Eng Hai <i>Celebrating Network Marketing—The Business of Uplifting People</i>

- 111 **Art Jonak**
The Freedom To...
- 121 **Nicki Keohohou**
You CAN Have It All in This Amazing Profession
- 125 **Robert Kiyosaki**
Rich Networker Poor Networker
- 135 **Kim Klaver**
A Chance to Make Money Doing Something I Love
- 143 **Brian Klemmer**
The Greatest Thing About Network Marketing
- 149 **Terri Levine**
Talk About a Win-Win-Win!
- 157 **Mike Lewis**
It Must Be a Cold Day in Hell... Right?
- 161 **Linda Locke**
Women Plus Network Marketing: A Perfect Match
- 167 **John David Mann**
Cutting a New Path
- 177 **Jillian Middleton**
Myths and Legends
- 187 **Kathi Minsky**
Leaders Made Here
- 195 **Warren Nelson**
What if...
- 201 **Rod Nichols**
The Most Remarkable Business
- 205 **Shelley Penney**
It's Not the Marketing...It's the Network
- 211 **Paul Zane Pilzer**
The Next Millionaires
- 227 **Mike Pottillo**
The Key to Success
- 231 **Paula Pritchard**
Stay the Course Long Enough to Discover the Magic for Yourself
- 237 **Bob Proctor**
The Network Marketing Success Puzzle
- 245 **Lorna Rasmussen**
What if...
- 251 **Kimberly Rhodes**
A Level Playing Field and a Great Game to Play
- 259 **Kathy Robbins**
My Best Decision
- 265 **Teresa Romain**
It's Not the "Big" Money. It's the "Little" Money...
- 271 **Tony Rush**
Passive, Recurring Income and Leverage
- 277 **Tim Sales**
Network Marketing Is an Organic Business
- 281 **Tom Schreiter**
So, How Ugly Can Your Relatives Be?
- 285 **Bo Short**
Network Marketing Can Provide a Venue for You to Become a Great Leader
- 293 **Roberto Torres**
Lifestyles of the (Virtual) Rich and (Not So) Famous
- 299 **Ty Tribble**
MLM Goes Mainstream
- 303 **Jackie Ulmer**
The Business of Hope
- 309 **Dr. Denis Waitley**
The Biggest Business Trend in Business History
- 317 **Diane Walker**
Never, Ever Quit
- 327 **Wendy Weiss**
Is Network Marketing Selling?
- 333 **Lisa Wilber**
The Power To Amaze Yourself
- 339 **Dennis Williams**
Network Marketing. It Almost Sounds Like a "Fairy Tale"...
- 343 **Mark Yarnell**
My Passion for Network Marketing
-
- 348 **Acknowledgements**

It's
Time...
for
Network
Marketing | *... the most remarkable form of
free enterprise to get the respect
and recognition it deserves.
It's Time... network marketing
went beyond being accepted.
It's Time... network marketing
became truly admired.*

There's a whole new way of doing business happening all around the world. Literally, a transformation is taking place in the way people buy and sell everything. At the same time, there's a radical transition in what people are willing and able to do to earn a living today. You see it everywhere. You can feel it... everywhere. Everything's changing fast.

Blame the Internet most of all.
Thank the Internet most of all.

Network marketing is leading this transformation.
The "others" will have to follow or get out of our way.

Network marketing is all about doing things differently.
"Business as unusual" is what we're all about.

**We are "business for the rest of us" and
the number of "us" is growing by more
than 70,000 new people around the world
every day!**

It's Time... will once-and-for-all set the record straight about what makes this business of ours so different... and so remarkable.

It's Time... will show why more and more people are noticing what a brilliant business model this is (and this book will have even more people than ever sit up and take notice).

It's Time... will silence the critics who call our industry a farce and give voice to the real people who know the truth: network marketing is a *force*. It's life-changing, and it's unstoppable.

It's Time... network marketing went beyond accepted.

It's Time... network marketing became truly admired.

Network marketing is the leading edge of free enterprise....
(Not just "on" the leading edge." It IS the leading edge.)

And the world doesn't know it—yet.

Network marketing is the most powerful and persuasive way to introduce consumers to new products and services they don't know exist.

And the world doesn't know it—yet.

Network marketing turbocharges person-to-person (P2P), word-of-mouth recommendations by brilliantly adding an incentive/reward compensation program.

And the world doesn't know it—yet.

Network marketing is the business model where relationships rule.

It's...

- the only real, level, commercial playing field open to anybody regardless of age, sex, race, education, or past success...
- the best way for ordinary people to achieve extraordinary income...
- the only business structure designed to build successful organizations through cooperation, not company politics and competition...
- the proven, affordable "People's Franchise"...
- the only business system that encourages you to creatively "do it the best way for you" and succeed...
- the best choice today for the growing number of "terminally unemployable" entrepreneurs and intrapreneurs...
- the authentic, intelligent, credible, moral business design that pays you what you are truly worth...
- the business model that provides both time and financial freedom...
- the business that lets everyone in on the "secret" of leveraged, residual income...
- the business that lets everyone in on the "secret" of leverage, of contribution, of making a difference for a living...
- the business that has changed millions of people's lives for the better forever...

Successful network marketers know all of that. And now...

It's Time... everybody knew it!

Enjoy the book.

I appreciate you.

John Milton Fogg
Crozet, Virginia

The Four
Greatest
Fears
of
Starting
Your
Own
Business

... and how network marketing blows them all away with the force of a 20-megaton thermal nuclear explosion! I dare you to honestly and openly look at network marketing and not be impressed and intrigued!

Way back in the last century (1991), a survey was conducted by my research firm, MarketWave, Inc., of almost 7,000 people who were not, nor had ever been, business owners of any kind. The question was a simple one:

If all obstacles were removed, would you like to own your own business?

In other words, if whatever was stopping you from starting a business didn't exist, would you at least attempt it? Would you prefer to be an entrepreneur, or an employee?

Eighty five percent said Yes, they'd prefer to work for themselves. Which means that 15 percent misunderstood the question on the survey. After all, if whatever concerned you enough to not attempt a business venture didn't exist, then you'd have no fear of doing so.

I mean, who wouldn't want to be in control of their own life? To have the freedom to make their own decisions, work their

own hours, and write their own paycheck?

Even using the conservative 85 percent figure, that meant about 200 million Americans wanted to start their own business but have never even attempted it! We thought there must be some pretty compelling reasons why, so we set out to find out what they were.

To no one's surprise, it was never about preferring to work for someone else's business, but rather the incapacitating fear of starting your own.

And it was the same four fears, every single time.

It takes too much money.

People didn't have tens of thousands, or hundreds of thousands of dollars to invest in a business (and they didn't know anyone else who did).

It takes too much time.

People didn't want to work eighty hours a week for the first year or two to get their business going.

There's too much risk.

Over 56 percent of all businesses fail in the first two years, and they'd have to quit their job, so there was no safety net.

They didn't know how.

Most people had never taken any business courses. They had no business experience. They didn't know anything about taxes, accounting, marketing, and the myriad of other skills a good entrepreneur must possess.

Not all responded with all four objections, although most responded with more than one. Surprisingly, "I don't know how" was the single most common response. A lot of folks said

they wished they had taken the plunge earlier in their lives, but they just weren't the mavericks they once were. They had a mortgage to pay and a family to feed. They felt it was "too late."

Now comes the fun part.

Would you ever consider going into business for yourself if:

The total start up costs were under \$500... the total time investment could be as little as 5-15 hours a week... you could continue to work in your present job until the income from your business was sufficient to earn you at least an equal income, so there would be little risk... and best of all, there were numerous consultants available to you who are experts at running this business, who would train and advise you personally for an unlimited number of hours, for the entire life of your business, absolutely free!

Not only that, but there is another company that will take care of all your research and development, labeling, inventory, shipping, payroll, various taxes, most legal questions, and so on. And this company will do this for you every month, for the life of your business, for around, oh, \$35.00 a year.

Right now, you're probably remembering the old adage, "If it sounds too good to be true... " Fine.

But, just hypothetically, would you consider going into business for yourself IF all this were true?

"Well, sure..." you're probably thinking, "... but there's got to be a catch."

Not only is there no catch, I didn't even hype the pitch by one iota. These are exactly the conditions in which tens of

thousands of successful network marketing ventures have begun.

Sure, some overly zealous networkers may tell you how rich you're going to get, how easy it is, and how fast it will happen. Please note, I didn't say any of that!

Network marketing is a serious business, no less so than any other way you might consider earning your living for the rest of your life.

The reality is that network marketing is hard work, it takes time, and you'll probably lose some money in the beginning.

The difference is that most of the hardest work is done by *someone else*, your work is done when you *choose* to do it, it typically takes a few months to turn a profit (some accomplish this in the first month) rather than a few *years*, and whatever amount you might lose at first has one, two, or maybe even three fewer digits compared to the start-up losses of most conventional businesses.

Yet you can still reap the tax benefits of operating your own business, and you can have just as much, if not more, income potential as most conventional businesses!

Imagine becoming financially independent in one to three years...

Without having to spend thousands of dollars each month...

Without having to work long hours seven days a week...

Without even having to quit your job during the development stage and...

Without having to get a business degree or hire someone who has one...

If you are considering starting your own business, and you've got access to, let's say, \$50,000 in startup funds (a very modest assumption), imagine how profitable you could be, and how quickly, if you *didn't* have to hire employees, you *didn't* have to lease an office... and/or storefront... and/or warehouse, you *didn't* have to pay sales or payroll taxes, you didn't have to spend one penny on R&D, graphic design, or the development of promotional material, and you *didn't* have to hire an accountant, lawyer, or business consultant.

And imagine how much more money might go into your pocket if you *didn't* need business partners to help you finance and run the business. Think about it—and try not to become giddy.

Now for the *really* fun part...

Imagine buying a McDonald's franchise for the modest sum of one million dollars. The business fails. You call up McDonald's corporate headquarters and ask for a "Return Authorization Number" so you can get your franchise fee back along with a reimbursement check for your unsold supplies and stock.

(While imagining this scene, also imagine the sound of sirens wailing in the background. That would either be the paramedics coming to assist the poor corporate officer who you've just induced into a fit of hysterics, or an ambulance coming to take you to a really nice, soft, baby-blue colored room.)

In network marketing, not only is this not an absurd scenario, it's the law!

One of the aspects of a legitimate, legal network marketing company is the ability of a failed distributor to get a full refund (usually less a 10 percent restocking and processing fee) on all product and marketing material that is in resalable condition.

So, if pursued conservatively and intelligently, there is a monumental reduction in risk relative to conventional business start-ups, yet with a comparable or even greater profit opportunity.

Those of you who are already actively involved in network marketing, be aware that the vast majority of your "outer circle" prospects (those who've never been involved in network marketing) do have at least the desire to own their own business, as opposed to working for someone else. You don't have to talk them into the benefits of something they're already dreaming about.

But they also have some very powerful, legitimate fears about starting their own business.

You've first got to open their minds to the idea that there is still a realistic way to achieve that dream and then define, or perhaps defend, the concept of network marketing.

Only then should you introduce the benefits of your particular network marketing program.

Think of it like this: Before you can pour fresh, hot coffee into a thermos, you must first open it up and pour the old, stale coffee out, right? So, think of your business-phobic prospect as a sealed mind full of cold, stale ideas. First open it up (to the concept of starting a business), dump the old information out (about MLM, if necessary, and for sure about what's involved in starting a new business), and then pour the new, hot, fresh information in (about your specific opportunity).

If you are considering starting your own business, or you want to, but have always been apprehensive, open your own mind to network marketing.

Think it's too good to be true? I challenge you: Find the catch!

If you've never pursued a network marketing venture, it must be for one of two reasons: You just didn't know about it, or you have a prejudice against it.

And that's exactly what it is, a prejudice. You have prejudged this business based on what *someone else* has told you about it (usually someone who has failed at it or who has also never been involved themselves).

In other words, you've chosen to adopt *someone else's* opinion of this business. Don't let other people do your thinking for you. Make your own decision based on your *own* evaluation.

Check this business out. Really, do your due diligence. And when you are done, I would defy anyone, even the most devout skeptic, to not experience a significant, positive paradigm shift.

I dare you to honestly and openly look at network marketing and not be impressed and intrigued!

Leonard Clements is a speaker, trainer, and author who has concentrated his full-time efforts on researching and analyzing all aspects of network marketing since October of 1990. He conducts "Inside Network Marketing" seminars throughout the world. Len is the author of the controversial book *Inside Network Marketing* (Random House) and the best-selling audios *Case Closed! The Whole Truth About Network Marketing* and *The Coming Network Marketing Boom*. He is also a court certified expert in the field of network marketing and the co-owner of a successful network marketing company.

To receive additional information about MarketWave and its products, please call 1-800-688-4766, or write to MarketWave, Inc., 2406 Canberra Ave., Henderson, NV 89052, or visit <http://MarketWaveInc.com>.

Abide & Abound

If we abide by the principles and philosophies of this industry, we will abound. We will succeed. We will become financially independent and enjoy all the freedom that this industry offers, but more importantly, we will become better people in the process.

Every day of the week, millions of network marketers are canvassing the globe—sharing, representing, recruiting, supporting, promoting, and duplicating their particular home-based business opportunity.

There is a sense of urgency, even desperation, as people from all walks of life seek deliverance from financial bondage. The phenomenal growth, success, and resilience of this billion-dollar industry is not a fluke—*it's a revolution*, the last bastion of free enterprise.

Every attempt to suppress, control, and destroy this industry has and will continue to fail, as it is impossible to extinguish the hopes and dreams of millions of self-motivated distributors who yearn for nothing more than a chance to experience the equivalent of the American Dream—the *freedom of financial independence*.

To add to its strength, network marketing has become a vast melting pot of

cultures, peoples, races, creeds, and sexes of all ages with no barriers or limitations, except for those we place on ourselves.

One might as well try to defy the law of gravity as to defy the underlying laws that drive the human spirit—the *spirit of inspiration and determination*.

Network marketing ultimately thrives upon these same principles. To tap into this billion-dollar industry, you must tap into the human soul. You must tap into the underlying principles that make this thriving phenomenon possible. You must embrace what network marketing represents:

A new frontier of self-functional individuals all led by one common law: the law of the harvest—you reap what you sow.

The seeds of this industry have always been people, not products or pay plans. When we *abide* in developing people and inspiring the human spirit to thrive, our harvest *abounds*.

Unfortunately, people enter this industry with the false notion that the best way to succeed is to promise financial salvation at no cost, with little or no effort, and with little or no skills. This welfare mentality and free-ride approach to network marketing has created a financial windfall for a few and mass havoc and even ruin for the many.

Like any frontier, network marketing can be cruel and unforgiving, particularly in today's cultural environment, where personal responsibility and achievement are all too unfamiliar territory. To succeed long-term in this business, you must build and uplift the human spirit—not tear down and destroy it by encouraging sloth or promising instant gratification.

You must build upon the strengths and abilities of each individual by dedicating yourself to helping them acquire the skills that enable them to rise above their personal fears and weaknesses. What is needed in this industry—now more than ever—is an experienced guiding hand, not corporate excuses or individual failings.

In many respects, network marketing has taken the brunt for our own personal individual imperfections and failings. What other industry is so authentic that it reveals our weaknesses and shortcomings?

Think about it...

- If we're lazy and lack ambition, we'll fail.
- If we don't put forth the effort and acquire the skills required by this industry, we'll fail.
- If we continue to blame others for our problems, we'll fail.

On the other hand...

- If we're ambitious, dedicated, and self-motivated, we'll succeed.
- If we take personal responsibility as a business owner, we'll succeed.

It's an unwritten law in this business without shortcuts, and there's no getting around it by taking the easy way out:

Network marketing exposes who we really are by mirroring our character—our weaknesses as well as our strengths.

Often we become disgruntled with this business, when we should be disgruntled with ourselves. That's why I love and respect this industry so much. It is unforgiving. It demands

competence. It forces us to improve, which makes us grow.

Abide and abound is the governing and underlying law of network marketing. If we abide by the principles and philosophies of this industry, we will abound. We will succeed. We will become financially independent and enjoy all the freedom that this industry offers, but more importantly, we will become better people in the process.

In the end, we discover that, within this industry, we can be our own best friend or our worst enemy. Network marketing gives us the power and freedom to choose.

Anthony Diaz has over two decades of experience in the direct sales industry as a successful distributor, marketer, business consultant, motivational speaker, professional trainer, and company owner. He is known in Asia as “The Messenger” and “The Innovator” and has a reputation as a marketing maverick who has developed countless innovations and trends that have created paradigm shifts in network marketing internationally, including personal import, the binary and hybrid compensation plans, matching bonuses, relationship-based training systems, advanced marketing techniques, interactive CD ROMs, product packaging, and presentations that are widely used throughout the world today.

Anthony is the CEO of Life Quest Network of Japan and has recently brought his company to America as Zenza Life Sciences in the first step of his commitment to global expansion.

You can learn more about Anthony Diaz on his website at: <http://Zenza.us>.



You
CAN
Have It
All in
This
Amazing
Profession

When you choose this profession, you are given a gift that can make a significant difference in the lives of your children and every person you touch—your customers, your team members, and your family.

Women are tired of the rat race... trying to do it all and stay sane. Today, they are leaving the corporate world and coming to network marketing and party plan companies in larger numbers than ever before.

Seventy-nine point nine percent of all participants in this business are women, and there's a reason why.

They have found a place where there is no glass ceiling—where they can have a career, raise their families, and make a significant income from the comfort of their homes.

Women are natural networkers and natural nurturers. This profession allows you to meet new people and connect with and support other like-minded and like-hearted individuals.

Women love doing business in the course of simply living their lives—waiting in line at the grocery store, at their clubs and civic activities, or sitting in the stands at their children's sporting events. My sister, who is a very successful direct seller, shared with me that at my nephew's last baseball game of his high school career, the mother of every player on his team was either a customer, one of her consultants, or a hostess. She hadn't wasted a minute in those bleachers.

This form of free enterprise is a great training ground for children to be mentored by their parents.

A direct selling business can provide women with the opportunity to teach their children money skills, people skills, business management, and most importantly, the life skills of relationships and partnering.

I am proud to say I raised two entrepreneurial children, each with a tremendous work ethic as a result of being brought up in a direct selling home. They saw me work, earn income, lead others, set goals, win, and sometimes they saw me lose (I call those "learning experiences"). It was during the "learning experiences" that my grown children say they gained the most. They saw me "keep on keepin' on."

When you choose this profession, you are given a gift that can make a significant difference in the lives of your children and every person you touch—your customers, your team members and your family. What a wonderful place to lead by example!

The flexibility of direct selling is also a big plus for married or single women with families. This business can be worked around the schedule of others. You may not get to every

activity your children have, but you can make the majority.

You can be there after school to hear about their day, and you can enjoy the morning drive taking them to school without the pressure of fighting a commute.

You can stay home with your kids when they are ill, without questions from your "superiors" or fear of losing your job.

You can be your own boss, and you will undoubtedly be a great boss to yourself.

Many women start their direct selling careers on a part-time basis, either in conjunction with a full-time job or while raising small children. You have the opportunity to become full-time when it is right for you and your family. There are no timelines or bosses pushing you to make career choices that are not in your best interest.

Women love winning prizes—and with this career, there are wonderful awards and incentives. From diamond rings and spa retreats to cruises and all expense paid family vacations, if you are willing to meet the challenges, the awards and recognition are waiting to be earned.

The direct selling community offers great opportunities for personal growth and education. Training and support is readily available from the companies, from books, from audio programs and from a wide variety of personal and professional development organizations.

Everyone has the same opportunity to be successful in this profession. Whether you are a college graduate or didn't finish

high school, everyone here has the same chance to succeed.

It is not education, job titles, or past experience that are the deciding factors in how successful people will be. It has more to do with your coachability, desire, persistence, and willingness to take action. Every person in this business determines their own destiny and their own paycheck.

This is not a get rich quick business. It takes dedication and work to build a solid residual income. And no one is forced to choose between family and career.

You CAN have it all in this amazing profession.

Nicki Keohohou, began her career as a direct seller more than thirty years ago. Today she teaches and motivates direct sellers around the world through her workshops, seminars, and tapes.

Nicki has been a successful distributor, corporate executive and consultant for hundreds of corporations including many of the industry's leading companies.

Through conference trainings and keynote addresses, Nicki is known for inspiring attendees to greater achievement with her enthusiasm, passion and industry insights. Her innovative workshops are filled with content and exercises that teach direct sellers how to perfect the skills that yield lasting success.

As a result of years of experience in direct sales, and now serving as CEO of the Direct Selling Women's Alliance, Nicki has acquired a broad base of knowledge that can make a significant difference for distributors, leaders and corporate executives.

To learn more about Nicki and the DSWA, visit the website at: <http://dswa.org> or contact us at info@myswa.org.

Rich
Networker
Poor
Networker

Is network marketing the best system for the average person? Kiyosaki says, "Yes," and explains, "In the corporate world, if you don't sell, you're fired. In network marketing, they'll work with you to achieve. What a deal that is! That's revolutionary." And much more...

Robert, this quote has been attributed to you:

"If I had it to do all over again, rather than build an old style type of business I would have started building a network marketing business."

Did you really say that?

I said something like that, yeah!

Is it true?

Yes, when I looked at the problems I had to go through, but it's how I started. I still like building companies, but it was harder.

When you and I first spoke, many years ago, you were not all that "high" on network marketing. What caused you to change your mind?

Let me explain. When I started as an entrepreneur, I had to learn how to sell. I started with Xerox in 1974.

Today, when people ask me, "How would you start a business?" I always tell them to start with a network marketing company. Not because of the network marketing company per se, but for the training you get from the network marketing company.

The reason I say that is because what makes people rich is not money. What makes people rich are skills. And the number one skill of an entrepreneur is the ability to sell.

That's why I recommend network marketing. It's not that I've ever been high or low or anything on it. When I first started out, I just didn't realize how good the training was with that business model, because my training came from the corporate world of Xerox. Not too many guys are going to get hired by Xerox today, and they don't do as extensive a training anymore because people quit too early.

So my whole point on recommending network marketing is you go there and you gain priceless business skills. That explains further what I'm saying about if I had to do it all over again—*I would probably go and get training through a network marketing company.*

Robert, can you break down what some of those skills are and why they are important?

SELL! Sell, sell, sell, sell, four-letter word, you've got to sell. And that's the word everybody's afraid of! But... sales = income.

So when someone has low income, 99% of the time it's because they can't sell something; they have nothing to sell or they can't sell. You've got to learn how to sell.

If I'm going to be an entrepreneur then that is THE number one

skill. That's the theme to everything I tell you. You read *Rich Dad Poor Dad*, and it says, "I'm not a best-writing author, I'm a best-selling author."

Here's where most people make a mistake. They go into things looking at how much money they can make versus what skills they need to make the money.

I keep saying, "Just get the skills, and the money will show up!"

Robert, can you talk to me about the components that go into "sell, sell, sell"?

It's a training. You have to know you're going to make mistakes. Look at the way the corporate world trains you.

When I was working at Xerox, every month they would post my record and if I was in the bottom twenty, one of us got fired. They fired two guys and they hired two new guys. So, the only reason I learned how to sell was because I was afraid of getting fired.

At least in the network marketing world, they'll train you. It's a whole different way of being taught. If you're not making it, someone will be there to encourage you. It's a lot more humane way of being taught that vital, vital life skill called sales.

Jesus Christ was probably the best salesman in the whole world, and Buddha and Mohammed, they were all great at sales. Look at the presidential candidates—the one that wins is the one that does the best job of selling his point of view.

There are two subjects that nobody wants to talk about; one is money and one is sales. Everyone seems to think of "cash" as a four-letter word and "sale" as a four-letter word, yet I'm a teacher and I make more money than most teachers in the

academic world simply because I can sell better than they can.

When I recommend network marketing to people, it is for one simple reason: you gain a life skill. It's called "overcoming your fear of rejection"—overcoming the client's fear of being sold and breaking through that.

Robert, what makes you say that network marketing is a revolutionary way to achieve wealth?

Because they don't fire you! They'll work with you! They'll help you build a business and once you have a business, you really do have an asset.

Assets are something that put money in your pocket whether you work or not. If you have a job... well, look at some of the big financial houses. One of them is firing something like 15,000 people in the U.S. and hiring 15,000 people in India. The day of the safe, secure job is gone.

At least with a network marketing business, you work really hard to build something that you can pass on to your kids and, if you've done a good job, if you stop working, it will continue to support you. You're not working for the rich, you're not working just for money, you are actually working to build an asset.

Is that what you mean in your book, *The Hidden Values*, when you speak about the value of a network?

The richest people in the world build networks. That's why they're called television networks or gasoline service station networks. The poor and the middle class and the educated work for networks. I'd rather own the network.

For example, I have a network of bookstores throughout the world that we control. That's worth a lot of money to me. I don't want to work for them; I just want to control them. I think in the form of networks, while the average person thinks about working for money. I'd rather work to build a network. That's why I'm rich.

And that's what we get to do in network marketing. Build a network which we can take anywhere with us?

It's a completely different point of view; it's a different way of looking at the world.

If somebody said to me, "I'll pay you \$5 million dollars a year to go work at Harvard University," I wouldn't take it. That's not enough money. Why would I work for somebody else? That doesn't compute for me. They could take it away from me, and that just doesn't make sense. I know it computes to most people, like 401(K)s and mutual funds, which also make no sense to me, but I've been trained differently. I can make more building my own business. I pay more than that in taxes each year.

So what I'm saying is that people have to give up their old ideas of what they were told to do: go to school, get a job, work hard, save money, get out of debt, invest in the long-term, diversify, buy mutual funds.

That's really stupid from my point of view, but it is good advice for the average person. It's simply a completely different point of view. I am an entrepreneur.

I don't want to work for someone else. I don't want somebody telling me how much money I can make; I don't want somebody to tell me where I can go in the world, or when I have to come to work.

I'd hate it! Nobody tells me that. That's why I support network marketing!

Talk to me a little bit about the role of leadership in network marketing. How is it different from leadership in other forms of business?

Well, leadership in network marketing means that you are offering no guarantees. All you're offering this person is the possibility that they can be a leader themselves.

But since most people are basically afraid and would rather have a steady paycheck and are more concerned with having a steady job and what other people think of them, network marketers have to understand that these are not leadership skills.

If you're more concerned with your own self-preservation, what people think of you, and steady paychecks, then you don't have core leadership skills.

To be a leader, you have to be willing and able to take the heat, to stand there and say, "Look, you can do it!"

Leadership in corporate America is called management. Corporate executives aren't true leaders; they're just dangling a paycheck in order to get people to do what management wants them to do.

What are the qualities of leaders you admire most?

I admire someone who will stand there and put their ass on the line themselves. They talk the walk and walk the talk. When I was in Vietnam, there were many 2nd Lieutenants that were shot in the back because they had no leadership skills. Just because you went to college, that doesn't make you a leader. The men in your troop had to believe in you. That's a quality that you don't find very much today.

Unfortunately, we haven't had too many leaders appear in the last few years. The last leader that I really respected was Kennedy, because he really stood up.

You've witnessed a number of leaders in network marketing. What do you see them doing right?

They inspire people to be leaders. A leader doesn't lead, a leader creates leaders. That's why network marketing is so powerful, because if you can get somebody who is not a little paycheck grubbing, security-minded, butt-kissing manager to actually come and lead people, their lives will change.

That's not easy to do because of the mindset of the majority. That's the hardest part.

So many people are so afraid to say, "I want to do network marketing," not because it's not a good idea, but because of what their friends and coworkers might think of them!

I love the movie, *Braveheart*, where Mel Gibson says, "They can take our lives but they can't take our freedom!" Most people will sell their freedom so they can have their stupid little lives.

Now, I know somebody has to be willing to do the jobs, be a waiter or waitress, or a schoolteacher, and I appreciate that, but most people who do it are willing to sell their freedom, and what I'm talking to you about is freedom.

The reason you learn how to sell is so you can become free. The reason you want to be in network marketing is for your freedom.

Do you realize most people can't go to Mexico and do work because you need a green card? But if I'm a business owner, well, I can go to Mexico or China or wherever I want and do business. That's freedom! But if you're an employee, you need a green card—that's not freedom.

I can make as much money as I like. That's freedom. But if I have to work for someone else and they're going to tell me how much I can make, that's not freedom.

That's really what it comes down to. Do I recommend network marketing? Actually, I recommend freedom!

That's what I stand for. And I don't care what that means to you—just go do it.

For me, freedom means I don't have to answer to anybody, I can leave the country if I want to leave it, I can travel around the world and make as much as I want, legally, ethically, morally and I don't cheat on my wife. I tell you exactly where I'm at; you don't have to guess where I'm at. That's freedom; I don't worry about what somebody else thinks of me. That's what I stand for, not network marketing. Network marketing is one of the ways you get there.

Do you think it's one of the best ways for average people?

I think it's the best *system* for the average person, yes. In network marketing they'll work with you to achieve. What a deal that is! They will work with you to become free. That's revolutionary.

Robert Kiyosaki is the author of the *Rich Dad Poor Dad* series. He is an investor, entrepreneur, and educator whose perspectives on money and investing challenge conventional wisdom.

Rich Dad Poor Dad is the longest-running bestseller on all four of the lists that report to *Publisher's Weekly* magazine: *The New York Times*, *The Wall Street Journal*, *USA Today*, and *BusinessWeek*. It has held a top spot on *The New York Times* best-seller list for nearly six years and was *USA Today's* #1 money book for 2004.

Translated into 46 languages and available in 97 countries, the *Rich Dad* series has sold over 26 million copies worldwide. In 2005, Robert was inducted into the Amazon.com Hall of Fame as one of the book-seller's Top 25 Authors. There are currently 12 books in the series.

Prior to writing *Rich Dad Poor Dad*, Robert created the educational board game CASHFLOW 101 to teach individuals the financial and investment strategies that his rich dad spent years teaching him.

Born and raised in Hawaii, Robert Kiyosaki is a fourth-generation Japanese-American. After graduating from college in New York, he joined the Marine Corps and served in Vietnam as an officer and helicopter gunship pilot. Following the war he went to work in sales for the Xerox Corporation and, in 1977, started a company that brought the first nylon and Velcro "surfer wallets" to market. He founded an international education company in 1985 that taught business and investing to tens of thousands of students throughout the world. He sold his business in 1994 and, through his investments, was able to retire at the age of 47.

To learn more, visit Robert Kiyosaki's website: <http://RichDad.com>

It
Must
Be a
Cold Day
in Hell...
Right?

After sixty years of probably the most pitiful waste of human talent, resource, emotion, and initiative... finally... FINALLY, the network marketing business is turning around!

For those enlightened souls who have always loved the concept of network marketing, but who have been consistently traumatized by the stupidity of the egotistical, manipulative “sales training” that has caused this business to consistently score a more than 81 percent failure rate for six whole decades... your patience has been rewarded... your time has COME!

GONE is the need to hold “opportunity meetings” that have failed to work for most of the people, most of the time, in every company, and in every country around the world!

REPLACED by intelligent discussion among interested parties at any venue that is comfortable for the parties wishing to talk with each other.

GONE is the need to create a list of 100 people and call them repeatedly to tell them about your wonderful product, your

wonderful opportunity, your wonderful company, and your wonderful CEO!

REPLACED by open, authentic dialogue with people you meet during your day-to-day routine about topics that interest THEM, with the door always open to introduce your home-based-business venture to the discussion, IF and WHEN it is appropriate.

GONE is the notion that it is not only possible but necessary for you to create a business with a “duplicatable system,” where everyone faithfully follows the exact same method, the same script, and the same agenda.

REPLACED by the certainty that it is impossible to make everyone think the same, talk the same, or do the same.

REPLACED with the knowing that network marketing is truly free enterprise, where everyone can create their business in any way they choose, without fear or contradiction of their upline, crossline, or company ideology.

GONE is the falsehood that you have to be “serious about the business” to make any money.

REPLACED by the reality that if you are having fun and enjoying yourself with your business, your opportunity will shine like a beacon through the darkness and attract people to you, without having to hunt them down like they were your next meal!

GONE is the need to suffer any rejection and disappointment while building your business!

REPLACED by the understanding that if you don't try to

manipulate or trick people with outdated, outmoded sales techniques, and you dump the notions that “every no is closer to a yes... it's a numbers game...” and “you must close the sale,” you can actually talk with people in an open, honest way so that there will be no reason for them to reject you!

GONE is the insane logic that you have to “get out of your comfort zone” to build a business.

REPLACED by the results that prove you don't! You can do everything you want and grow an enormous networking business totally within your so-called “comfort zone.” In fact, the more you work “inside” your comfort zone, the stronger it builds and the faster it goes!

GONE is the requirement to say what someone else says and do what someone else does to be successful.

REPLACED by the knowledge that people don't join your venture because of the product, the company, or the compensation plan—they join because of YOU!

You ARE the most important asset of your business. It's ALL about you!

So, after a six-decade “pre-launch,” I feel that network marketing has finally arrived at a point where truth and common sense have prevailed!

People all over the world have at last discovered for themselves that there are NO secrets, NO magic methods, NO elusive leadership skills that you have to learn to create your own winning network marketing business.

Here is the key...

He who looks outside dreams...

He who looks inside AWAKENS.

— Carl Jung

The real solution is found within—just by being YOURSELF!

Just talking with people you meet in your OWN way and in your OWN style. Not trying to convince people about your product or opportunity, but by being genuinely interested and caring enough about the people who come into your life, to see if they are looking for answers to some of life's issues.

Maybe you have the answer for them with your product or opportunity. Maybe you don't. Let those who are looking decide.

If you live your life authentically, if you let your OWN common sense and your OWN intuition be your guide, you won't need any "MLM Expert" to teach you, train you, convince you, or persuade you about what works and what doesn't!

You will discover for yourself that authentic, intelligent network marketing is a wonderful adventure of self-discovery, where the level of satisfaction and fulfillment you receive in helping others is reflected in the size of your commission check!

Mike Lewis has been a results oriented innovator in the Sales, Marketing, and Promotions arena, initially in Europe and more recently in the U.S. for close to twenty-five years. Primarily from an advertising background, Mike started his first entrepreneurial venture in the late 1970s as a small but profitable advertising and marketing company. Since then he has created and developed many businesses and built a strong reputation in the network marketing industry, largely through his marketing & management consultancy firm, Top Gun, which he formed in 1989.

To learn more about Mike and his unique offerings, visit his website: <http://AdventuresInNetworkMarketing.com>.



Cutting a New Path

It goes beyond our impressive statistics and growth figures. Today, most people you'll talk to about network marketing know of someone who's had a positive experience. We're less apologetic and more sensible. We have a proven track record, and we're getting much, much better at what we do.

**I shall be telling this with a sigh
Somewhere ages and ages hence:
Two paths diverged in the wood, and I—
I took the one less traveled by,
And that has made all the difference.**

—Robert Frost, *Mountain Interval*, 1920

When I was seventeen, I began a brief career in "alternative" education. Some friends and I were dissatisfied with the schools where we punched our time clocks, and wanted to see if we could create a better way.

A way where we took the pursuit of our education into our own hands.

We imagined a school where there were absolutely no requirements—no mandates, no externally imposed strictures—and where each student designed his or her own course of

study. In other words, where we learned what we wanted, when we wanted, how we wanted.

Does this sound familiar?

We didn't know it back then, but we were thinking like network marketers. We wanted to be a volunteer army, not a lockstep formation of grudging corporate conscripts.

We were educational entrepreneurs.

Among our motley crew, I was the one blessed with unusually forward-thinking parents who believed in me and in us and our vision enough to let me leave my then-current career (public school, an in-training version of the nine-to-five track) so I could spend the rest of the year spearheading the project.

Now, how on earth does a scattershot band of disaffected sophomores and juniors start their own high school? The answer is, they don't. It's impossible. It can't be done.

Happily, we were not aware of this. Much like the bumblebee—you know, the bug that flies because it never got the memo explaining that it can't—we didn't know it was impossible. So we did it.

The next year the school opened, and it operated successfully for a solid decade onward. We had absolutely no accreditation from any private or state body, but we were accredited by our own results. We successfully placed our graduates into places like Yale, Harvard, and a good crop of state colleges, too. The environment we had pictured, of students voluntarily pursuing their own education, worked.

A few years later, I began another career, this time in "alternative" health. We called it macrobiotics, but what it boiled down to was a bunch of people who looked at the then-current model of "health care" (which was really illness

care) and wanted to create a better way.

A way where we took the pursuit of our health into our own hands.

We were nutritional and physiological entrepreneurs.

A few years after that, I put my foot on another career path, this time one in "alternative" business. We called it network marketing, but what it boiled down to was a bunch of people who looked at the then-current model of livelihood and wanted to create a better way.

A way where we took the pursuit of our financial future into our own hands.

We were occupational entrepreneurs.

I seem to keep finding myself on these "alternative" paths. Except something is happening now: we're gradually losing the quotation marks around the word alternative. In fact, son of a gun, I think we're even starting to flirt seriously with losing the term altogether.

I put the term "alternative" in quotes because that's how people often mean it: like something that is not quite real, not quite respectable, certainly not proven, and probably not efficacious. We say it in that open-minded yet patronizing way, making air quotes with our fingers.

At least, that's how it used to be. But now look.

Education? Everyone knows the old system is a dinosaur. The federal government tried fixing it with a plan optimistically

named No Child Left Behind, and whoops! A whole generation is getting Left Behind. Suddenly (or finally), the alternatives are starting to look pretty good, after all.

Health care? Paul Zane Pilzer is telling us that what we used to called macrobiotics is suddenly a \$400 billion industry—and fast on its way to a trillion—called wellness. Ladies and gentlemen, the alternative, all grown up, wearing long pants and everything.

And network marketing?

Just watch.

Born in the sixties; learned how to ride a bike, played stickball and scraped its knees in the seventies; went through that awkward growth spurt as a talented but tantrumy teenager in the eighties (anyone who has teenagers knows what I mean, and so does anyone who watched network marketing during that decade).

In the nineties we used to walk around saying, “Network marketing has come of age,” and it was true, in the sense that any eager young adult barely out of a four-year college can be said to be *of age*.

In the nineties, we certainly became more professional. And professionals started showing up: doctors, lawyers, engineers, bankers, “serious” people.

And in the aughts (or whatever this decade is called)?

Now we’ve finally entered into that age when you’ve made enough mistakes, embarrassed yourself enough times, and mounted enough earnest efforts at responsible commerce to

begin to have some perspective. Not perfect, not even wise, but at least approaching something resembling maturity.

Give you an example.

Used to be, we talked mostly about the merry-go-round golden-ring style of success, the fractional percentage of people with both the exceptionally good timing and the right skill set or personality profile to hit an opportunity just right and catapult to the top. “Success” in those days was mostly shown off in terms of those elite few with yachts, personal jet planes, and ridiculous fortunes. Robin (“Lifestyles of the Rich and Famous”) Leach was just hitting stride in the late eighties, and the style resonated with gawky young teenaged em-el-em. Success might happen to only a few, but the rest of us could dream, right?

Today we do more than dream. The way we describe success in the network marketing of 2007 has been shaped by The Millionaire Next Door, the Latte Factor® and...

The hundreds of thousands of serious networkers sincerely and sanely pursuing a reasonable goal of replacement income and financial stability.

Goodbye get rich quick, hello get smart now.

Meanwhile, as we’ve matured, the world around us has changed. The corporate model of financial security has crumbled away. Two generations ago, going to work for a company was “security”; working for yourself from your home was “risky.”

Today, it’s gone clear the other way around.

In 2004, the Small Business Administration told President Bush that small business accounts for more than half the nation’s

economic output and employs more than half the country's non-governmental employees—and that more than half of those small businesses are home-based businesses.

Warren Buffet, the “oracle of Omaha” and famed billionaire stock market expert, turned heads on Wall Street in 2002 when he bought a network marketing company. Actually, he doesn't own one direct selling company—he owns three. (And has been quoted, speaking about one of them, as saying, “It's the best investment I've ever made.”)

Network marketing today is a \$100 billion concern worldwide (some \$30 billion of it in the U.S.).

Right now, as you read these words, there are about 70,000 people around the world who are not network marketers—and by this same time tomorrow will be.

The DSA's Neil Offen projects that over the next ten years, more than 200 million people worldwide will join our industry.

Paul Pilzer projects that over those same ten years, the US economy will create ten million new millionaires—and that many of them will be created in network marketing.

And it goes beyond statistics and figures.

Ten years ago, most people you'd talk to about network marketing either knew nothing about it, or knew someone who'd had a negative experience. Today, most people you'll talk to about network marketing know of someone who's had a positive experience. We're less apologetic and more sensible. We have a track record, and we're getting much, much better at what we do.

But don't take just my word for it. Here are some comments from a few of the people I've interviewed for stories in *Networking Times* in just the past few months, when I asked what were their views of where our business stands in the world:

U.S. Senator Orrin Hatch (R-Utah) is one of our leading friends on Capitol Hill and was the prime mover behind the Dietary Supplement Health Education Act (DSHEA) of '93. Here's what Senator Hatch had to say about our profession:

“The companies that have developed this marketing approach with truly high-quality products are doing a lot of good in the world. ... [Network marketing] is a critically important way of helping people to use high-quality products ... it's also a way to give certain people an opportunity to sell those products and earn a good living from it. I see it playing a very important role in the twenty-first century.”

Jim Turner, author of *The Chemical Feast*, worked with Ralph Nader in the sixties, then cofounded Swankin & Turner, a D.C.-based consumer advocacy law firm, and now also serves as Chairman of the Board of Citizens for Health, a major consumer-advocacy lobbying group. Jim was responsible, for example, for making acupuncture needles legal in the United States. Here's what Jim told me:

“Network marketing is in the vanguard of a major consumer movement in which consumers and producers are merging and becoming the same thing. In a very interesting way, the multilevel marketing companies are the first generation of what Alvin Toffler calls 'prosumers.' ... I'd say you could have perhaps 150 million households successfully involved in network marketing, at least part-time.... You could easily become a major part of a majority of the households in America.”

Frank Maguire worked with JFK in the White House, with Fred Smith at FedEx and with Colonel Sanders at KFC. His first job fresh out of college was head of programming for ABC, where he gave Ted Koppel and Charles Osgood their first jobs at major networks. Frank, in other words, has been around the block. Here's his homily to network marketing, which came right at the end of our interview:

"I think [network marketing] is potentially the greatest economic opportunity that has ever existed. Network marketing is turning off the spotlight of working for a corporation and turning on the floodlight of the greatness that we all have within us. I love what you're doing in network marketing, because you're creating an opportunity to affect the self-esteem of many, many people. That's the essence of what you're doing; you're giving people hope and providing a launching pad for people to discover their own greatness. You are the future."

With world-class leaders like Hatch, Turner, and Maguire saying things about us like that, can we really call this "alternative" any more?

Our model works; we've proven it, over and over. Now the rest of the world has begun to realize it. In fact, it's working a lot better than many of the other, more traditional modes of earning a living. Come to think of it, the next time a serious prospect tells you he or she isn't really interested in taking a look at building long-term residual income and financial security with your business model, you might just say:

"You're not? Okay, no problem. But I'm curious... if you don't mind my asking—what's your alternative?"

John David Mann is one of the United States' preeminent writers on network marketing. He was cofounder and senior editor of the *Upline* journal, editor in chief of *Network Marketing Lifestyles* and editor in chief of *Networking Times*. He edited and produced John Milton Fogg's *The Greatest Networker in the World* (1992), which sold more than a million copies in eight languages; worked with Paul Zane Pilzer writing *The Next Millionaires*, with Jeff Olson writing *The Slight Edge* and with Cameron Johnson writing *You Call the Shots: Succeed Your Way—and Live the Life You Want—with the 19 Essential Secrets of Entrepreneurship* (Simon & Schuster, Jan. '07).

John has been a network marketer for more than twenty years; during the 1990s built an organization of over 100,000 distributors. He is also a concert cellist and prize-winning composer, recipient of several New Jersey State grants for composition and of the 1969 BMI Awards to Student Composers. At age seventeen he founded a private high school in Orange, New Jersey, called Changes, Inc. Visit him on the web at <http://JohnDavidMann.com>.

Stay the
Course
Long
Enough
to
Discover
the Magic
for
Yourself

Years ago, I uncovered four levels of what I call "pursuit" in network marketing. Each one leads to greater appreciation and a higher consciousness: Money, Freedom, Helping People, and Changing the World.

William Barclay said, "There are two great days in a person's life; the day we are born and the day we know why."

For me, I thought my why was to teach the teachers in order to impact more students. That is why I pursued a career at Kent State University. I was partly right. My why was to teach the teachers, but little did I know it was in this amazing, crazy world of network marketing. I know in my heart that I was always destined to be here. It is the one place I always felt I truly belonged.

Network marketing for me was no cakewalk. Anyone who knows my story knows how much I struggled the first fifteen months.

But when I finally cracked the code, I was unstoppable.

The pursuit was always exhilarating, and over the years I learned to identify and experience the different levels of achievement; I discovered how each one would take you to an even higher level of maturity and understanding of how truly miraculous network marketing really is.

Few people actually stay the course long enough to discover the magic of this business, but once they do, they will never contemplate doing anything else.

Years ago, I actually uncovered four levels of pursuit in network marketing; each one led to a higher consciousness and a greater appreciation. The first was all about money.

When I figured out how to build a network marketing business, I was passionate about paying off my bills, getting a new car, building a house, and doing things for my family. I quadrupled my teaching salary. I was on fire.

After my financial needs were met, I moved into level two, which was the pursuit of freedom. There's no question that teaching at a university is a fairly free existence. I like change, so teaching new students every ten weeks, with a break in between for good behavior, was about as close to perfect as a job could be for me.

But the idea of being totally free and never using an alarm clock again was extremely appealing. Most people never contemplate being totally free. It is an amazing existence to be able to live where you want to live and do what you want to do.

We live in a free society, but until you are financially free, you are never truly free. Someone decides where you live, since it must be close to your job. The size of your house, the schools

you send your children to, the vacations you take, and the length of time you are away—all of this is dictated by your location and the size of your paycheck. Your life is controlled by your job.

Being totally financially free means you can live in any state, in any house, vacation where and when you want, and send your children to the college of their choice. The pursuit of freedom is a worthy goal.

The third level of pursuit is the most exhilarating.

Once I had made enough money to be free, helping others do the same became my focus.

Helping other people change their lives and reach their goals is so much more rewarding than anything you do for yourself.

Many of you will not believe me until you've experienced it.

I have helped people leave unpleasant jobs, move away from unpleasant circumstances, and take control of their lives all because of network marketing. I've had the opportunity to watch people change their attitude, their self-esteem, and become believers in their own gifts. Many of them have gone on to become leaders, motivational speakers, and successful business owners. Many became millionaires. Because of network marketing, I have friends all over the world.

One particular case is near and dear to my heart. Years ago, I spearheaded a company into Europe. While in England, I called a friend named Laura to see if she would be interested in working with a new company. I was unaware of the fact that she had purchased a beautiful home and had become

financially drained after a divorce.

The same day I called, she had just received a letter from the bank suggesting that she file for bankruptcy. She was extremely distraught and didn't want to. We decided her only option was for us to roll up our sleeves and build this new business together.

Within that year, she became the first person in Europe to make it to the top position with that company. Within eighteen months, she was highlighted in a major newspaper as one of the top 100 women income earners in the United Kingdom. She was number seventy. We were totally blown away.

It was one of the most exciting accomplishments in my network marketing career. It was much bigger than anything that I had ever accomplished just for myself.

The fourth level of pursuit is pretty lofty and revolves around the essence of network marketing as the leading edge of free enterprise.

Network marketing has the ability to change people—to change the way they think and the way they act.

I have seen network marketing create amazing teamwork, camaraderie, and esprit de corps among individuals working together to reach their common goals.

I have seen network marketing unite cultures and help people rise above race, gender, social, economic, and political differences.

I have seen network marketing create hope and optimism and empower people to take control of their lives.

Network marketing is a gift, and in the right hands, it can change the world. I know this from firsthand experience.

In 1994, I was on my way to Paris, France, to speak at the launch of an American network marketing company. A couple days before the launch, I was doing a meeting in Antwerp, Belgium. At the conclusion of the meeting, I was told that there was a gentleman waiting in the lobby who wanted to speak to me. I will never forget his story.

He was Croatian, and it was during the time when there was a war in his country between the Serbs and the Muslims. He was involved in another network marketing company, and he was looking at joining our company.

He proceeded to tell me about an organizational meeting that he had attended a few nights before in order to recognize and congratulate one of his distributors on their advancement. This meeting was in Croatia, where he had to cross a border and risk his life to enter into a very dangerous part of the country. Snipers were killing people there every day.

The meeting was held in the basement of a house in the war zone. Everyone that attended was risking their lives. Every day, they were smuggling their products across the border to build their businesses. But what was amazing was that at this meeting there were Serbs and Muslims, all sponsored by one another and all hugging and congratulating each other.

What a paradox:

Outside, there was war, hate, and destruction. Inside, there was peace, love, and harmony... and it was because of network marketing.

I saw clearly at that moment that this business was about so much more than just money. It was about bringing people together. It was about an unselfish commitment to help someone else become successful. It was about looking for the good in one another instead of the bad. It was about free enterprise and helping to change the financial status of one family, then two, then three. It was about bridging the gap between different cultures, religions, and ethnic backgrounds.

For the first time, I truly saw what an impact network marketing could have around the world.

And today, when I think about singing the praises of network marketing, I think about that Croatian man and his sacrifice to fulfill a dream. Then it becomes really clear. To those that embrace the power of network marketing, it ceases to be a business. To them, it becomes their life, and their life is magic.

Paula Pritchard was pursuing her doctorate degree while teaching at Kent State University when she was introduced to Amway. Out of a million distributors at the time, Paula was the first single woman in the United States to reach the coveted Diamond level. Since Amway, she has risen to the highest possible position and income levels with a number of network marketing companies, building organizations of over 200,000 distributors, in more than fifteen countries, producing hundreds of millions of dollars in business. Because of her success, Paula has also consulted with both established and new network marketing companies in both the United States and Europe.

As one of the most consistent top performers in network marketing, Paula has proven time and time again that her business building methods work. Her techniques for building large successful organizations have created many successful leaders in the industry and have been well documented in her book *Ownning Yourself* and the CD audio training series *What You Need to Know to Build a Profitable Network Marketing Business*. Today Paula is known worldwide as one of the top network marketers, trainers and leadership developers. Additional information is available on her website at: <http://MLMMadeSimple.com>.

It's
Not the
"Big"
Money.
It's
the
"Little"
Money...

Network marketing and direct sales offers an alternative way of life for anyone and everyone who is willing to let go of the "victim mentality" and embrace their power to create a life experience for themselves that's fulfilling, free, and abundant.

What makes network marketing and direct selling great is that it gives people an opportunity (unlike any other I know of) to reclaim their power over their lives—especially financially—and to create the life experience that most fulfills them.

While it's true that every human being has the power to create the life they want—it's more difficult to recognize that potential when you're working 40-60 hours each week at a job that pays you a fixed salary or an hourly wage over which you have minimal control. When this is your reality, it's far too easy to get caught up in the "not enough money and time, too much work, and I better be happy with what I have" syndrome.

When you are in a job where to a great degree someone else determines what you need to do, the hours you must work, and how much money you'll make—it's

easy to feel powerless and fall victim (no pun intended) to what is known as a "victim mentality."

You may think you have no power or control, so you go along with life as it is and make the best of it and/or you blame others (your employer, the government, other people) for what's not working in your life. It's also easy to give up your dreams.

Network marketing and direct selling blow powerlessness and a "victim" mentality out of the water!

Network marketing reawakens people to their dreams and desires, because it gives them a vehicle through which they can see how to make those dreams and desires a reality!

For a relatively small investment of your money, time, and energy, you can increase your income, become debt-free, and start "growing" money at a rapid rate! You can experience freedom and choice like you've never experienced before!

After all, you are the one who decides what you do or do not do with your business. You choose when and if you will work—as well as how many hours you'll work on your business.

You choose how fast or slow you want your business to grow.

You choose your own company from among the hundreds (even thousands) available to you.

You even get to choose the sponsor you work with.

Bottom line, what makes network

marketing direct selling great is that you're in "the driver's seat" of your own life and work!

You choose the actions you do or do not take, and thus, you are ultimately and completely accountable for the results you have—and the life you live!

Granted, many network marketers and direct sellers still try to play the "victim game" when things aren't working out.

They'll blame their company or compensation plan.

They'll blame their upline or downline.

They'll blame their prospects or customers or the new product or the marketing materials...

And they can play this game all they want—but that's just what it is, a game.

It's a game, because what you can achieve in your business is 100% up to you.

It doesn't matter how much or how little you start with.

It doesn't matter if you're the first distributor in your company or the millionth—the same opportunity for greatness, prosperity, and abundance is available to you.

You've always had the power (even if you didn't recognize it) to create a life of maximum fulfillment and complete financial freedom. With network marketing and direct selling, you have the vehicle that makes this potential undeniable and 100% achievable!

Best of all, you don't have to make thousands and tens of

thousands of dollars each month to create this lifestyle, to fulfill your dreams, or even to experience financial freedom.

What makes network marketing most exciting and empowering is that almost anyone—no kidding—who enters this business with the intention to experience greater fulfillment and freedom (especially financial) can do so.

For example, if you can make as little as \$300-\$500 profit each month in your business AND you are willing to learn some new ways for using that money (ways that are based on principles of abundance instead of scarcity), you can achieve financial freedom more rapidly and with greater ease than you may realize.

Consider that the average American household carries an outstanding credit card debt of roughly \$8200. Add to that a couple of car payments, and a small \$125,000 mortgage, and you—or any person in this industry—could easily have total personal debt of \$150,000 (or more!).

Let's say that you are that "average American," and you've got a network marketing or direct selling business.

Do you realize that if you build your business so that it generates \$400 profit each month, you could use that to become completely debt-free (mortgage and all) in less than nine years?

In the process, you could save anywhere from \$80,000 to \$120,000 in interest!

Imagine that! Imagine the freedom, the ease, and the fulfillment you'd experience no longer having to worry about making your car payments or mortgage payments! Imagine how enthusiastic you'd be about your business!

Imagine the possibilities that would open to you and the prospects you'd be talking to!

For example, once you're debt-free, you could invest the money you had been paying towards debt (including the \$400 you make in your business) and, over the next fifteen to twenty years, accumulate assets ranging from \$750,000 to \$1.3 million or more! That alone could give you a passive income (pretax) of \$7,000 to \$10,000 a month or more!

How's that for exciting?

Far too often, network marketers and direct sellers think that they need to make "big money" in order to live the life of their dreams and become financially free. While making "big money" is absolutely possible in this industry, what network marketing and direct selling does best is that it makes freedom (financial and otherwise) and unprecedented levels of fulfillment possible for everyone who's willing to invest a small amount of money, time and energy over a period of time.

Bottom line, network marketing and direct selling offers you an alternative way of life. It's available to anyone and everyone who is willing to let go of the "victim mentality" and embrace their power to create a life experience for themselves that's fulfilling, free, and abundant.

You have the power—and the opportunity—to access and experience more abundance than you might have

ever dreamed possible.

In the process, you'll discover that who you are is much more powerful and magnificent than you ever realized.

And that, my friend, is what makes network marketing and direct selling more than simply great—it makes it a great gift... for yourself and many, many others!

Teresa Romain is the founder of Access Abundance, an organization committed to transforming scarcity on all levels of life and work into truly abundant being, doing, and having in the World.

AccessAbundance offers a variety of excellent products, programs and both individual and team coaching, including the *Access Your Abundance! Collection*, *Abundant! Network Marketing*, *Revitalized! Network Marketing* and *What If Money Really DOES Grow on Trees?* Teresa also offers an abundant series of teleclasses, including: *Money, Freedom & Abundance for Network Marketers!* and her life- and business-changing LIVE! 3-Day Workshop, *Inside-Out Abundance!*

You can learn more about Teresa on her website at: <http://AccessAbundance.com>. And be sure to sign up for Teresa's free newsletter(s) when you visit her site.

Is Network Marketing Selling?

Most network marketers are honest, ethical, and believe in the value of their products and their opportunity. And that is what they should focus on. And that is sales.

I looked up the word *sell* in the dictionary. This is what it said:

To persuade (another) to recognize the worth or desirability of something.

This definition assumes value. It assumes that you recognize the value of whatever it is that you are selling. Inherent in the definition is the concept of *worth or desirability*.

I also looked up *salesperson*, *saleswoman*, *salesman*, *sales clerk*, and my favorite, *sales talk*. The definition for sales talk was "a line of reasoning or argument intended to persuade someone to buy something."

Whenever I do a workshop or teleconference, I frequently ask my participants, "What are the words that come to mind when you hear the word *salesperson*?" Invariably, I hear back words like "manipulative," "dishonest," "unethical," and "sleazy."

In the dictionary, however, when I looked up all of the above

sales words, none of the definitions referenced "manipulative," "dishonest," "unethical," "sleazy," or anything particularly negative. The language in these definitions was actually quite neutral, and several of them spoke of value.

Unfortunately, in our culture, the words *sales* or *sell* are viewed with disrespect. The words no longer simply mean to persuade someone of the value of what you are offering. Instead they carry the baggage of images of untrustworthiness and deviousness. This is a misconception that does an enormous disservice.

Far too often, network marketers buy into this stereotypical image of sales and see the activity of selling as negative and untrustworthy.

They feel that if they are selling (or being perceived to be selling), they are doing something that is not quite right, or that has the potential to be not quite right. It's as if there is a line drawn someplace, but they don't know where that line is—or when they've stepped over it. It causes them to be cautious and careful and worry about how they are perceived.

This anxiety puts network marketers, in their own minds, at a disadvantage and on a lower level than their prospects and customers. This is a difficult place to be. And it stops many network marketers from taking action.

The reality is, network marketing is selling. Network marketing is persuading people to buy your products and persuading people to join your team. It is persuading them of the value of your products and your opportunity.

So, I looked up the word *persuade* in the dictionary. It said:

1. to prevail on a person to do something
2. to induce to believe; convince

Again, nowhere in that definition do we find the words, "manipulative," "dishonest," "unethical," "sleazy," or anything particularly negative. As with the word *sell*, the language is quite neutral.

The bottom line: Network marketing is persuading and convincing people to buy your products and persuading and convincing people to join your team. That persuasion is based on value.

If you cannot persuade and convince people to buy your products and/or to join your team, then you do not have a business.

If you believe that selling is manipulative, dishonest, unethical, and sleazy, this belief will not support your ability to build a business. It is very difficult to sell (persuade and convince) while believing that selling (persuading and convincing) is wrong.

It is time for network marketers—and the world they serve—to change their beliefs about the words *selling* and *sales*.

The truth is that most professional salespeople are honest, ethical, and they believe in the value they have to offer. And most network marketers are honest, ethical, and they believe in the value of their products and their opportunity. And that is what network marketers should focus on.

Here are some questions that network marketers should ask themselves:

- Do you believe in the value of your products?
- Do your products provide a benefit to your customers?
- Do you believe in the value of your opportunity?
- Does your opportunity provide a benefit to your downline?
- Are you doing the best you know how to ensure that your customers get what they need?
- Are you doing the best you know how to ensure that your downline gets what they need?

If you have answered yes to the above questions, then you are proceeding with integrity. If you are proceeding with integrity, then obviously you are not being manipulative, dishonest, unethical, and sleazy. You can persuade, convince, and sell with your head held high.

If you answered no to the above questions, then get out of the business. It's not a fit for you. Find something else to do in which you can believe.

The ability to persuade and convince is not something that everyone is born with. Some people have that skill more naturally than others.

Most people, however, no matter what their natural abilities or what level they have attained in a company, can improve their skills. The really good news is that selling is communication.

Like any communication skill, selling skills can be learned and improved upon.

Improving skills is a process. It's not something that happens overnight, but instead it is something that builds over time with study and practice.

Because so many network marketers have negative beliefs about selling, it is difficult for them to gain the skills they need to persuade effectively. They are bombarded with the message that selling is a negative activity.

They are also frequently told that they are not selling. If they are not selling, how do they persuade and convince?

Because of these contradictions, the idea that there is skill involved, or that they could learn and improve their persuasive abilities is foreign to many. They are paralyzed to take action and sell, and they are unable to improve their skills. Even when they try to improve their persuasive skills, their belief of selling as being negative frequently gets in the way and keeps them from moving forward.

What's the solution?

Let's reclaim the words *sell* and *sales*. Let's redefine the words to mean

"to persuade and convince with integrity."

Let's remember that value is inherent in the definition. Then network marketers could understand that as long as they proceed with integrity, and as long as they believe in the value of what they are selling, then selling is an ethical and moral act.

This would free so many network marketers (and people

considering becoming one of them) who are paralyzed by not wanting to sell. It would now be possible for them to align their positive intent with their positive action. It would make it easier for them to learn the skills they need to be effective in the business.

Looking to the future, I envision a world where network marketers say with pride, "I sell because I believe in my company's products and opportunity."

Wendy Weiss, "The Queen of Cold Calling," is a sales trainer, author and sales coach. She helps entrepreneurs, business owners and sales professionals gain confidence, reach more prospects, close more sales and make more money. She started her business fifteen years ago, representing clients on the telephone and setting new business appointments. While Wendy no longer "dials for dollars" (except for her own business), all of her workshops, seminars, products and individual sales coaching are based on practical, real-life, hands-on experience.

Wendy's clients include Avon Products Inc., ADP Inc., Arbonne, Sprint, Newmark Real Estate, and thousands of entrepreneurs throughout the country. She has been featured in BusinessWeek, Entrepreneur Magazine, Selling Power, Target Marketing, and various other business and sales publications. Her e-mail newsletter, *Opening Doors & Closing Sales*, has an international readership and her columns are syndicated to 168 different print and Internet publications.

Wendy is the author of *Cold Calling College* and *Cold Calling for Women: Opening Doors & Closing Sales*.

To learn more about Wendy and receive her free newsletter, visit her on the web at: <http://WendyWeiss.com>



The Power to Amaze Yourself

What other business is about personal growth but disguises itself as a product sales industry? The amount I earn is in direct relation to the amount I learn.

I'm sure you've heard the Curves International motto, "The Power to Amaze Yourself." I think network marketing could use that slogan with equal conviction. Each year I am amazed when I look back and see how my business has grown and how I have grown as a person.

What other business is about personal growth but disguises itself as a product sales industry? It seems to me that personal growth IS our number one product.

Sure, we all provide products and services that people use and love. Most of us love our companies and love our product lines. But the main thing we are doing in this business is becoming.

Becoming more educated.
Becoming better friends and partners.
Becoming more tolerant.

Becoming more assured.
Becoming more amazing people!

I started my direct sales business like most people I know. I needed some extra money, and I remembered a direct seller coming to my house showing samples to my mom when I was a young girl. I thought this seemed like a good way to earn extra money, and I already knew and liked the products. So, I paid my \$25 for the starter kit, and I made extra money for many years.

Fast forward to 1987. I was working as a full-time secretary at a computer company in Bedford, New Hampshire, when our whole department received pink slips shortly before Thanksgiving.

Even though the country was in the middle of a recession, we were all in shock. Unable to find another secretarial job (I even applied at a temp agency and got turned away because I didn't type fast enough!), I turned back to my direct sales business in desperation.

Could I possibly earn enough money to replace my secretarial pay and benefits?

With limited options, I dove in headfirst and started working full time, and the first year was miserable....

I had to reinvest much of my profits, and I was disorganized and unsure of myself. I gave up more than once, even taking a teller job at a bank for six weeks during one especially disheartening stretch.

It was the bank job that opened my eyes. Between the dress code, the forty-five-minute commute, and the small salary I received after paying for downtown parking, I had had enough. I refocused on my direct sales business and got to work.

Our company came out with their network marketing option in 1990, but I didn't go for it. I had heard many negative stories about this selling style and was completely unconvinced I could benefit from it.

It took three years of investigating to change my mind. I read books about network marketing, subscribed to *Upline*[®] magazine (THE network marketing magazine at the time) and snuck in to other network marketing company's meetings to learn what it was all about. I finally signed up for my company's network marketing program in January of 1993.

The first year of working the network marketing part of my business was just as hard as it had been when I went full-time in direct sales.

I was disappointed and discouraged often, but I kept reading and learning. I made an agreement with myself that I would work my way to the top of the pay plan with my company (they call that position "Senior Executive Unit Leader"), and only then would I decide whether it was worth it or not. I vowed not to quit until I made it to the top.

After fifteen months, I made Senior Executive Unit Leader! The day I found out, I was so unbelieving... I made the lady that called to tell me from our corporate headquarters FAX me a copy of her computer screen with my name and my title showing! It was a moment I'll never forget.

Had it been worth it? You bet!

In the months and years that have followed that amazing day, it has just gotten better and better and better. I've earned almost twenty all expenses paid trips from my company to places like Puerto Rico, Cancun, Hawaii, the Bahamas, Los Angeles, Washington, D.C., and Alaska.

I've been receiving our company's car allowance since 1994 and paid for three new vehicles with it.

My personal earnings passed the \$2 million dollar mark in the spring of 2005.

Because of my accomplishments with my company, I have also started a speaking business "on the side," earning my professional status with the National Speakers Association; I have given over 200 seminars nationwide. I'm the author of three books and an audio tape set. My story has been featured in magazines such as *Empowering Women*, *Dreams*, *Upline*, *Fortune*, and *Executive Female*. The books *Wave 4*, *Dream Achievers* and *Avon, The Company for Women*, among others, have also featured my story. I even had a Nashville recording artist write and record a song about me entitled, "Have A Dream Come True." Amazing!

I think the most amazing part is that I continually feel like I am just starting out at the beginning of my journey, with new worlds to discover and new skills to learn.

I am aware more and more that anything is possible. One of my biggest personal goals is to read and listen more than anyone else I know. I know that the amount that I learn is in direct relation to the amount I earn.

Direct sales and network marketing has done all of this for me, and it continues to change my life in ways I could not have imagined for myself. Truly, this profession can give you The Power to Amaze Yourself!

Lisa Wilber has been selling products and recruiting new representatives for Avon since 1981 when she was eighteen years old. She worked her Avon business part time until 1988 when she got

downsized out of her secretarial job. Her Avon income dramatically increased after 1993 when she joined Avon's multilevel marketing program called Leadership. Lisa is multimillion dollar achiever, currently the #4 money-earner in the country with over 2000 representatives in her downline.

Lisa has been written about in the *Upline Journal*, *Home Business Connection*, *Wave 4* and *New Hampshire Business Review*. You can visit Lisa on her website and take advantage of all her free resources at: <http://WinnerInYou.com>.

ACKNOWLEDGEMENTS BY JOHN MILTON FOGG

This is the part of the book where writers and editors list all the people who help make the book possible, from muses to mentors to mechanics. I run for the dictionary in such cases to make sure I know what I'm doing. It surprised me to learn that the first definition for *acknowledge*, was "to admit the existence, reality or truth of." I had to scroll down to confirm the meanings "recognition" and "express thanks or gratitude" I expected.

So, I will now express my heart- and mind-felt appreciation for the authors, our designer, editor, printer, and publishers by openly admitting their existence and the reality and truth of how truly remarkable each of them are.

I claimed to bring together more than fifty of the brightest minds in-side-and-out-side network marketing—well-known experts, authors, speakers, trainers, coaches, and especially been-there doing-that now business-building leaders—the best of the best. That has been accomplished. That is who and how the authors are and I appreciate each one of them.

Claudia Volkman is my editor—yes, even and especially editors need an editor. Hardworking, fast, focused, and wise in the ways of words and the people who write and read them, the woman is a joy to work with. Always a pro and always apropos, if you have a book in you, Claudia will bring it out best. You can reach her at: 630.935.3611 and via email at: cvolkman@mac.com.

It's Time... was designed by **Tom Bellucci**. I have known and worked with Tom since the *Upline*[®] days. I'm happy to let the look and feel of this book speak for itself. Tom is wonderful to work with and should you choose to do so, you will be beyond pleased and proud. You can contact Tom in Virginia at: 434.466.4666 and via email: tbellucci@comcast.net.

It's Time... was printed by **Action Printing** of Fond du Lac, Wisconsin. Tom "Big Al" Schreiter turned me on to them years ago, and they have been "my printers" ever since. I was told once, "You can have your job 1. Fast. 2. Great price. 3. High quality. Pick TWO!" Gregg Davis, Sarah Birthman, and all the people at Action Printing give you all three—and are absolutely the *niciest* printing people I've ever worked with. They can be reached at: 800.472.0337 and on the web at: <http://ActionPrinting.com>.

It's Time... is co-published by two of its authors. They are my friends, associates, and partners. And... one is my upline and the other my coach. You'll learn more about **Leonard Clements** and **Monique Gallagher** on the following pages.

IT'S TIME... FOR NETWORK MARKETING

The most remarkable form of free enterprise ever created.

It's Time... Network Marketing went beyond *accepted*.

It's Time... Network Marketing became truly *admired*.



Unlike my regular publications, *It's Time...* isn't available through the usual on-and-offline outlets. Don't bother looking for it at Amazon or Borders. There's no ISBN number or bar code. No retail store sales (for now, probably forever). The only way to secure a copy is to order direct from me online. The cost is \$25 (plus delivery). If you're interested in quantity purchase, write or call. If possible, I'll do it. Of course the book carries a "satisfaction or your money back" warranty.

To order, go to: <http://RemarkableNetworkMarketing.com>

Thanks.

I appreciate you.

- John

John Milton Fogg, Inc.
2370 Saddle Hollow
Crozet, Virginia USA
+434.823.9303
jmf@GreatestNetworker.com

IT'S TIME FOR NETWORK MARKETING

The most remarkable form of free enterprise ever created

52 of the brightest minds in-side-and-out-side network marketing—the best of the best in the business—come together to show and tell you why network marketing is THE most remarkable form of free enterprise ever created.

Lou Abbott, Margie Aliprandi, Robert Allen, Scott Allen, Jim Bartlett, Richard Brooke, Bob Burg, Art Burleigh, Corey Citron, Leonard Clements, Anthony Diaz, Michael Dlouhy, Steve Dom, John Milton Fogg, Monique Gallagher, Jim Gillhouse, Lim Eng Hai, Art Jonak, Nicki Keohohou, Robert Kiyosaki, Kim Klaver, Brian Klemmer, Terri Levine, Mike Lewis, Linda Locke, John David Mann, Jillian Middleton, Kathi Minsky, Warren Nelson, Rod Nichols, Shelley Penney, Paul Zane Pilzer, Mike Potillo, Paula Pritchard, Bob Proctor, Lorna Rasmussen, Kimberly Rhodes, Kathy Robbins, Teresa Romain, Tony Rush, Tim Sales, Tom Schreiter, Bo Short, Roberto Torres, Ty Tribble, Jackie Ulmer, Dr. Denis Waitley, Diane Walker, Wendy Weiss, Lisa Wilber, Dennis Williams, and Mark Yarnell

Editor: John Milton Fogg

Copy Editor: Claudia Volkman

Designer: Tom Bellucci

Publishers: Leonard Clements, MarketWave, Inc. and Monique Gallagher, Highest Potential

Printer: Action Printing, Wisconsin