

Dream Achievers

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Introduction

You are about to meet 50 Dream Achievers.

Who are these people? They come from all walks of life, range in age from 25 to 73, vary in education from high school dropout to Ph.D., and have come from poor to wealthy backgrounds. When you think about it, they're just like you and everyone you know.

The one thing they had in common was a burning desire to radically change their lives. And all of them did. They didn't get lucky or inherit their fortunes, and they don't have a special gene that makes them superhuman. They did, however, make the decision to get involved in the network marketing industry.

Why are you meeting them? Network marketing is well-known for igniting dead dreams. Ask anyone who first gets involved in network marketing and they will tell you they have finally found the opportunity that will make their ordinary lives *extraordinary*.

Unfortunately, people can get frustrated rather easily. Eventually their frustration leads to discouragement and they quit—only to give up dreaming. They then blame their failure on the industry. To them it's just another rise and fall, and they leave with a bitterness that darkens their spirit. They begin to accept that maybe their ordinary lives aren't so bad after all. Success just can't happen to them. Great things always happen to other people. Successful people have it easier than them anyway. Sound familiar?

Many people get excited about network marketing at first but end up discouraged because it's not what they expected. They begin comparing their new venture to their 9 to 5 jobs and are faced with some unsettling realizations.

They realize that in order to be successful in network marketing, they need a *passion* for it. They need to wake up each day with a purpose and a mission. They need to be willing to take risks, work overtime, and deal with difficult people. They may need to spend every Tuesday night at a weekly opportunity meeting instead of at home watching television. They need to make phone calls every day and learn to deal with rejection and apathy. They need to change their 9 to 5, "I work for someone else" thinking to "I work for me now" thinking. On top of all that, they need to stay away from the dream stealers out there. Who can stay inspired and

motivated when all that hard work is so emotionally stressing? It's no wonder so many new network marketers fizzle out so quickly!

The people in this book all work their network marketing businesses full-time, their annual incomes range from \$40,000 to \$5,000,000, their downlines range from 500 to 500,000, and many are recognized leaders in the industry. That's why we call them "Dream Achievers."

So what do these people have to offer you, the new network marketer? They'll sit on your shoulder and cheer you on! They've been where you are and will keep reminding you that the decision you made was the right one, and to hang in there because when it starts cooking, it only gets better. When you have a bad day and you feel like quitting, they'll encourage you to keep going.

If you turn to page 116, you will meet Dayle Maloney, a man who was over \$350,000 in debt. He was at the end of his rope. But after reading his story, told in his own words, you'll find that since he's been in network marketing, he has paid off his debt and is happier today than he ever was.

On page 38, you will meet Lydia Chan, an Asian woman with no knowledge of the English language who came to the United States with her young son. Even though she had nothing but the clothes on her back and the desire to succeed, she got into a network marketing company and turned her life around.

And on page 111, you will meet Euphiazene Linder, a woman with only an eighth-grade education who was fired from her job at JC Penney. In spite of the health challenges that plagued both her and her husband, she is now generating thousands of dollars a week in network marketing.

An old adage says, "If they can do it, so can I." That's the attitude this book will teach you to adopt. Even when it seemed almost impossible, these people made network marketing work for them. If you're having a bad day in your new network marketing business, think of these people and how difficult it must have been for them. Maybe your problems really aren't so bad?

In the following pages you'll meet people who had profound experiences from taking nutritional products that came from network marketing companies. They were so moved with their results, they couldn't stop telling everyone they knew about them.

You will also meet people who wanted freedom from their jobs. They dreaded having to commit 40 to 60 hours a week to a job they didn't like. Now, thanks to network marketing, they don't have to wake up to a loud buzzing alarm clock every morning or report to a demanding boss.

Many people wanted to take care of their families and have enough money to send their kids to college. Others just wanted something to do on the side. Whatever the case, you will be reading real stories from people just like you who made network marketing work for them.

They also share their tips and techniques that have helped build their part-time businesses into thriving money-making machines. They reveal some of their most effective methods of sharing network marketing with other people. They candidly discuss how they deal with self-doubt and rejection, how they handle obstacles, and how they run their business successfully. You will be exposed to their insights on the most common pitfalls to avoid. They will also share with you their most fulfilling moments as network marketers, as well as some very funny stories that have happened to them along the way. But most important, they will give you their advice on what you need to do, as a brand new network marketer, to make your business flourish.

This book is the first time in network marketing history where so many successful and competing companies and distributors have joined together to support the industry as a whole. These are the true Dream Achievers!

In your hands is the book we wish we had when we first started in our network marketing business. Read it, enjoy it, learn from it, laugh with it, identify with it, and read it again. But most of all, share it. Remember, helping others to succeed is the only way you can succeed in network marketing.

It's time to start dreaming again!

Anthony and Erik Masi

** The incomes of the distributors referenced herein illustrate potential only and in no way are projections or estimations of the income you will earn in your network marketing business.*

The Interview Questions

The following questions were used during the interviews:

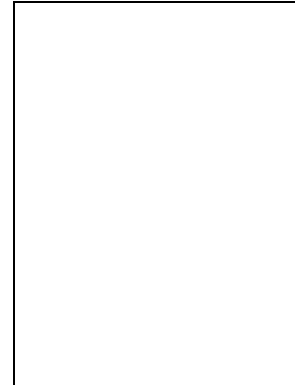
- *How long have you been involved in network marketing?*
- *What is your education level?*
- *What did you do before network marketing?*
- *How did you get introduced to the industry?*
- *Is the product line an essential ingredient to a successful network marketing business?*
- *Is this company the only company you've ever joined?*
- *Were your family and friends supportive of your decision to start a network marketing business?*
- *Did you have self-doubt? If yes, what did you do about it?*
- *What were your greatest obstacles in succeeding?*
- *What is the most fulfilling part of network marketing for you?*
- *What are your top three priorities in life?*
- *How much time do you commit to your business per week?*
- *Describe a typical day/week.*
- *Describe how you motivate your downline.*
- *What value do you place on managing your downline?*
- *Do you use meetings and events to grow your business?*
- *Is everyone a potential recruit for you?*
- *What is your most effective approach when prospecting?*
- *How do you handle rejection?*
- *Do you have any special or funny moments to share?*
- *What are the keys to success in network marketing?*
- *Why do you think people quit network marketing?*
- *What advice could you give to people who are just starting out in network marketing?*
- *Now that you've been successful in network marketing, what are your future plans?*

J. K. and Becky Baker

"I never let results determine my attitude."

J.K. Baker

Interview conducted with J.K. only.
Background: Business Owner, Retail
Year started in networking industry: 1978



In 1978, our first year in the industry, I went to the bank to borrow some money to get my network marketing business up and running with some inventory. It seems that bank loan officers are always sitting right in the middle of the bank where everyone can hear your conversation. When I asked for the loan the banker said, "Look, J.K., get yourself a real job and don't fool with those pyramid things." I said, "This one is for real. It's a fantastic business opportunity...and oh, by the way, they have a bonus car program. Becky and I will be receiving our Lincoln Town Car in about a year." With that, he just died laughing right there in the middle of the bank and said, "I'm not loaning you any money! Even if I did, what do *you* have as collateral?" I looked at him straight in the eye and said, "You will get the best collateral you've ever gotten...*me!*"

Well, eleven months later, we got that Town Car. One day while I was driving down the road, I looked over and saw my banker in a banged up Ford Pinto. I got really excited and thought to myself, "If it's the last thing I do, I've just got to let him know this is me!"

We had just gotten our bonus car, the first new car we ever had, so I was hitting every single button I could find to get the window to go down. Well, my seat moved, the antenna went up, and everything was going crazy, but I just couldn't get that window to go down. Back then, the Town Cars had a little vent window on the side and I finally was able to get that to go down. So I stuck my hand out of that little window and started waving as hard as I could.

Finally I got his attention. He saw it was me, and as we passed I looked in the rear view mirror. He was swerving all over the road! I could see him looking back to see if it was really *me* driving that big, brand new 1979 Lincoln Town Car. It felt wonderful!

Before network marketing I was in the retail industry. I was co-owner of a chain of fabric stores and got totally busted. I lost everything. That's when a friend of mine told me about network marketing. In February of 1978 I joined a successful network marketing company, that is still around today, and I worked that business for five years until I reached the top level. I then went into semi-retirement for two years, living off the ongoing income and basically got bored. Then in 1985, my business partner and I started opening drugstores. We built a very successful chain of them in Mississippi, Alabama, and Tennessee. And during that time I was 100 percent *inactive* in network marketing!

In the spring of 1995, we got a call from a guy who wanted to talk to us about a brand new network marketing company. We had no reason to look at it. We were still receiving ongoing income from the company we were already associated with, and our drugstores were doing very well. I didn't want to hear anything about it. He kept sending me information, but I simply threw it into the trash. The network marketing company we were with had a policy that prevented us from working other network marketing opportunities because of the level we had reached. We didn't have a problem with that policy because it was in place when we joined. And since we weren't about to walk away from our ongoing income, we didn't waste our time reading what this guy was sending us.

Then, in October of 1995, a friend of ours who we hadn't spoken to in about seven or eight years, drove 12 hours to tell us about *his* opportunity. I wasn't intrigued because I thought I'd seen it all before but, when he left, Becky turned to me and said, "This company is going to be big." She saw some things that interested her, such as a potential opportunity for our two sons to build a network marketing business—so they could create the lifestyle for themselves that we were already enjoying. We spent several months researching the potential success we could have if we became distributors for this new company. We loved network marketing and thought we owed

it to ourselves and our children to explore what this company had to offer.

During that time I got a notification from my bank that really shocked me. About seven years prior I had co-signed a note at the bank with my brother-in-law to help him get started in a business. He worked diligently, but as the old saying goes, “Timing is everything.” Despite his efforts, the business ended up closing and he lost everything. And, since I was the co-signer, I had to pay the balance due the bank, as well as other outstanding debts—which totaled \$460,000!

After our investigation of the new company, we saw the possibility of paying off that debt within 18 to 24 months by working the new business part-time. It was strictly a business decision, not an emotional one. After all, we had a lot to lose if the new business didn’t work out—namely our ongoing income, from the original company we were involved with, which was \$80,000 to \$90,000 annually. And I’m happy to say that we became successful with the new company and soon paid off all that debt!

I never doubted myself—not even one moment, since I got into network marketing in 1978! Being in the retail business, I had a perspective most people don’t have when they get involved in this industry. I always understood that if you owned just one store you worked yourself to death. But if you owned a whole chain, and earned a little bit off of each one, you enjoyed life. So that thought was always in the back of my mind. And that’s what I saw in network marketing. It afforded me the opportunity to build that type of business without all the headaches of traditional businesses, such as employees, debt, rent, liability, government and other hassles.

My greatest obstacles were getting other people to understand the potential available to them through network marketing, and getting them to believe that the big picture can really happen for them. Since network marketing is a relatively new way of doing business, most people don’t understand it. Therefore, we still need to overcome some preconceived ideas about our industry. But that’s nothing new in the business world. Franchising had to go through the same thing.

The most fulfilling part of network marketing for me is working for myself. The lifestyle of time and financial freedom is a virtual dream come true. In fact, now that Becky and I have been successful in network marketing, our future plans involve moving to Como, Italy! I've always wanted to write a book, so we're going there to take some time off. That's the neat thing about network marketing. You know all those wild and crazy things you think about and end up going to the grave wishing you'd done? Well, we're gonna do them! In fact, I'm learning Italian right now.

I think it's fabulous seeing average people getting into this industry and really making it work. Being able to share what you have with others, and seeing people's lives change—because you have helped them see the potential good that could come out of their own work—is also very rewarding.

During the first year, we averaged about 20 to 25 hours a month working our business. About half way through the second year, we saw a great potential for our future with this new company. As a result, I decided to work out a deal with my drugstore business partner that would allow me to network full-time. It's hard to put exact numbers to the amount of time we spend each week because it became our life, by choice, I might add. We might work real hard one week and take the next one off. But if you took an average it might be around 20 hours a week, not counting travel time.

During the week I spend most of my time doing weekly meetings, one-on-one presentations, and making phone calls. I also spend a lot of time doing personal recruiting and meeting with my downline regularly.

I motivate and lead my downline by example. For instance, they see me doing meetings and recruiting. They're more likely to do what they see *me doing* rather than what I simply say they need to do.

I also make it a point to never prejudge when it comes to recruiting people. The person I'm talking to might be the worst prospect in the world, but his or her brother could be the greatest in the world!

I am a "warm market" network marketer. I work primarily off of a list I have made of all the people I know, and my approach is

simple. If it's a close friend of mine, I'll make a call and say, "Hey Jim, you won't believe what I've got a hold of! What are you doing in the next 20 to 30 minutes?" If they hesitate for a moment I say, "I'm on my way!"

For acquaintances I don't know well, I say, "Becky and I have set up a dealership in this area. Would you mind if I just ran this thing by you and left you with some information so that you'll know what I'm doing? I'll be by to get all the stuff back from you in about a week. If you know of anybody who would be interested in becoming a dealer, would you please let me know?" They usually say yes. But if they say no, I respect that and move on.

I don't try to sell people anything. I tell them my story and why I am excited. I'm in and out in 20 to 30 minutes. Then, when I go back to pick all my stuff up, I gather everything together and say, "Now, if you know of anybody who wants to be a dealer, please let me know." My philosophy is if they're interested they'll say something, if not they won't. This way everybody stays friends!

I don't let rejection bother me. There have been many times that my wife has looked at me and thought I was crazy, because when people said no I would say, "Hot dog!" I realize that every no brings me closer to a yes. My point of view is to be activity-oriented, not results-oriented. My excitement and thrills come from the privilege of being able to share the business and the product. I don't care if people say no because if I continue with the activity of sharing, it will work no matter what. I never let results determine my attitude.

I believe there are four keys to success in network marketing. The first key is to have a full perspective, a complete understanding of what network marketing is and what it can potentially do for you. The second key is to have one goal in mind—a goal that keeps you motivated to do what's necessary to make your business successful. The third key is attitude. It affects your daily activity. When you are activity-oriented rather than results-oriented, a positive attitude will keep you focused and working.

The fourth key is persistence. Lack of persistence will lead to failure in this business, as it will in any endeavor. You never know

who's going to sign up. If you stop being persistent and quit after 50 noes, you may think it's not working. But what you didn't know is that 51st person might have said yes and turned out to be your star distributor. It's sort of like a deck of cards. If you've turned 48 over and have not yet found an ace, guess what? The next four will be aces!

I think people quit network marketing because they try to reinvent the wheel. They take over and work it in their own way, without letting their upline work with them and teach them what to do. I see that over and over and over again. They talk to their warm market before they really know what they're doing and it backfires. If you "burn" your warm market, you make it harder to succeed. The other reason is that they don't know what a powerful opportunity they have. If they don't have a goal that's inspiring them to work every day, they can burn out fast.

My advice to people who are just starting out in network marketing is this: the week you sign up, take your sponsor with you to talk with five to ten people. When you do that, you can quite possibly end your first week as a network marketer with two or three people already in business with you.

Most importantly, don't wait! Life's too short to wait for anything. Just go out and do it!