

Chapter 1

Don't Laugh — \$100 Billion a Year Is Serious Business

In This Chapter

- ▶ Finding out some facts about network marketing
 - ▶ Becoming acquainted with the historical background of network marketing
 - ▶ Discovering how network marketing works
 - ▶ Knowing a few reasons why people are attracted to network marketing
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You probably picked up this book to find out how to become a network marketer, but even if you don't know it, you already are one. You're very good at it, too. Whether at work talking to your boss, at the shopping mall bumping into a neighbor, or on the telephone catching up with a family member, you're likely to do some network marketing. It happens almost every time someone asks for your opinion. You're a spontaneous network marketer when you say things like

"I used it, and it didn't work. This one is much better."

"She's the best. I never go to anyone else."

"Ever since I started, I have more energy. Try it yourself."

"Just like that it went away. I bet it will work for you, too."

"You'll love it. Every kitchen needs at least one."

"I switched because I get more value. Go ahead and do it."

You say that's *not* network marketing? It's just sharing information, helping people make better decisions, and leading them to an improved quality of life, correct?

Precisely! Sharing information, helping people make better decisions, and leading them to an improved quality of life is network marketing. You probably do it every day because it's a natural behavior for all who are part of the human race. The only problem for you is that you're not getting paid for the stain remover you recommended, the lawyer you referred, the protein drink that enhanced your energy, the magnetized shoulder wrap that zapped your pain, the kitchen utensil you recommended, and the Internet service you use. You made all those recommendations but got paid for none of them!

You could have been paid. And in the future you will if you decide to join the ranks of professional network marketers who energize the fastest-growing channel of distribution in the world for products and services. We wrote this book to help you do just that. The network marketing profession welcomes everyone who wants to become a member, regardless of race, gender, education, or social or economic status. You have an equal opportunity to succeed and to create a lifestyle of financial freedom, luxury, and personal fulfillment, all of which may lead to happiness.

If you've dreamed about such a lifestyle and you're willing to apply yourself to network marketing, then your success is only a matter of time. Whether you choose to work part-time (as most network marketers do) to earn a few hundred dollars a month or to work full-time to earn thousands and sometimes tens of thousands of dollars a month, everything you need to know — from selecting a network marketing company, to finding a product or service that you want to promote, to attracting lifetime customers, and even to building your own self-perpetuating, income-generating sales organization — is included in this book. You won't succeed just because you read *Network Marketing For Dummies*, but you *can* succeed if you apply the principles and procedures we explain to you.

What makes us so confident that these principles will help you succeed? Quite frankly, it's because they work for top network marketers in the United States and several other countries. Every profession includes people who climb to the top and turn around to lend a helping hand to pull up those who want to join them. You're about to meet some of the people who are living extraordinary lives at the top of the network marketing profession. They told us their stories and gave us the benefit of their wisdom in hopes of helping you through the pages of this book. All you have to do now is decide whether you want to join them. If you do, continue reading!



"Like it or not," says Tom "Big Al" Schreiter, a network marketer for Nutrition for Life International and a professional trainer, "we're all practicing network marketing every day. It's nothing more than recommending and promoting the things we value. Whether you choose to get paid for doing it, or you do it for free, the world is a better place because of network marketing."

Getting the Facts about Network Marketing: You May Be Surprised!

Network marketing is not an industry. It's a method of distribution that's used by many industries, whose products and services include communications, health and fitness, vitamins and minerals, toys, business training, giftware, cookware, books and videos, skin care, jewelry, insurance, household goods, office supplies, dental supplies, and many more.

The Direct Selling Association (www.dsa.org), based in Washington, D.C., tracks data about network marketing companies and their independent representatives who are responsible for marketing and distributing products and services. Due in part to its stringent membership requirements and a hefty membership fee, the DSA counts only 140 or so network marketing companies among its members. Estimates place the total number of network marketing firms in the United States at approximately 1,000 (there are many more, actually — annual start-ups are discussed later in this section), and perhaps 3,000 worldwide. But even if more companies belonged to the DSA, statistics about network marketing would still be difficult to obtain. By its very nature, network marketing is entrepreneurial, and companies that adopt it are very independent. Out of fear of losing their distributors to one another, network marketing companies do not routinely share data with each other, or anyone else, for that matter. (Of course, publicly traded firms are required to report statistical and financial data.)

Through its annual Direct Selling Growth & Outlook Survey and other studies, the DSA publishes statistics that characterize network marketing. On a global level, the World Federation of Direct Selling Associations (www.wfdsa.org) conducts research and reports on network marketing in approximately 50 countries. Here's a summary of what these organizations report:

- ✓ Direct selling worldwide is more than an \$80 billion industry and moving rapidly to the \$100 billion mark. The U.S. market alone contributes approximately \$30 billion, up from \$14 billion in 1992, while Japan contributes approximately \$30 billion. Germany and France contribute \$3.5 billion each, while Brazil and Mexico each generate sales just shy of \$3 billion. Several countries, including Italy, Taiwan, England, Argentina, and Malaysia, each produce more than \$1 billion.
- ✓ The number of network marketing distributors worldwide (including those working part-time and full-time) is approaching 35 million. Of that number, 10 to 12 million are working in the United States, Taiwan is approaching 3 million network marketing practitioners, while there are more than 2 million each in Indonesia, Japan, Mexico, and Thailand.

- ✓ People of all races and ages and both men and women are engaged in network marketing. Women dominate the industry four to one. Senior citizens make up approximately 5 percent of the market, while the physically challenged account for more than 8 percent.

According to Michael Sheffield, consultant to hundreds of network marketing companies and president of Sheffield Resource Network in Tempe, Arizona (www.sheffielddnet.com), one of every ten American households includes someone who is involved in network marketing, or direct selling.

The numbers are impressive, but at least one insider thinks they're merely a third of the real numbers. Ridgely Goldsborough, publisher of *Network Marketing Lifestyles* magazine, a bimonthly sold on newsstands and by subscription, says, "If anyone asks me unofficially what I think the numbers are, I say they are three times whatever the DSA reports. The DSA's membership consists of only the largest companies, and there's a new network marketing company starting almost every day in this country."

Network marketing is expanding globally

According to the Direct Selling Association, more than 150,000 people worldwide join a network marketing company every week! Two percent of the U.S. population is engaged in network marketing, and the same holds true for Australia and South Africa. Meanwhile, network marketing has captured 1 percent of the populations of the United Kingdom and Mexico, 3 percent of Japan, and 4 percent of Canada. But in Taiwan, one of the most active networking countries of the world, 8 percent of the population is involved in network marketing!

The global expansion of network marketing is quite impressive. Within two years of its start-up in China, Tianshi, which sells Chinese herbs, attracted 3.5 million distributors. Within a year of expanding to Russia, the company added another 40,000 distributors! A boom market also awaits network marketing in India and Southeast Asia.

Leading network marketers across the world are optimistic about the growth of their profession.

For example, Arce Trujillo is a senior director for Rena Ware International in Lima, Peru. Rena Ware sells steel cooking utensils, water filters, and a variety of nutritional and household products. Arce has been a full-time networker for the last 28 years, and he's never been more enthusiastic about the future: "The next five years are going to be very positive because Peru is coming out of the recession, and we are going to be able to increase our reach to customers who at this time have no chance of [affording] our excellent products, but who are very interested in them," he says. "Currently, our [sales] organization includes about 500 active people, and we hope that in the next five years we will expand that number to 6,000!" Before becoming a network marketer, Arce worked as a messenger.

For detailed information about the global expansion of network marketing, visit these two Web sites: MLMSuccess.com at www.mlmsuccess.com and [Direct Sales World](http://DirectSalesWorld.com) at www.directsalesworld.com.

ZIG SAYS



Who started network marketing anyway — and why?

The answer to the question “Who started network marketing?” may depend on whom you ask because professional historians have shown little interest in documenting the subject matter. In 1999, *Network Marketing Lifestyles* published a chronological history of Amway, arguably the best-known brand name in the direct selling industry. The chronology points to Carl Rehnborg as the father of network marketing. As early as 1915, while working in China as a manufacturer’s sales agent, Rehnborg was studying the effects of diet and nutrition on health. Continuing his research when he returned to the United States, in 1934 Rehnborg launched California Vitamins (re-named Nutrilite Products in 1939), which sold multivitamin and multimineral food supplements. Rehnborg, his neighbor, Dr. Castleberry, and Lee Mytinger, a sales manager, added a multi-level compensation plan to the company in 1945, and thus was the beginning of network marketing.

In 1949, Rich DeVos and Jay Van Andel, who went to high school together in Grand Rapids, Michigan, signed up as Nutrilite distributors. They became a successful team, and in 1958,

realizing that they could teach others how to build their own businesses as network marketers and fulfill their dreams, DeVos and Van Andel decided to broaden their product line and establish their own network marketing company, The American Way Association, the company that would become known as Amway. History has proved DeVos and Van Andel were right to think they could help others build their own businesses through network marketing. Before the end of the 20th century, more than 3 million people in 80 countries belonged to the Amway network.

DeVos and Van Andel weren’t the only two entrepreneurs who latched onto network marketing and made a business of it. In California, Dr. Forrest C. Shaklee and his two sons founded Shaklee Products in 1956 to sell nutritional and household products. These two companies, Shaklee and Amway, blazed the trail for countless network marketing firms to follow. Besides their multi-level pay plans, these companies promoted financial independence and self-fulfillment through network marketing.

Michael Sheffield says that the number of company start-up attempts *annually* in the United States alone ranges from 1,000 to 1,500! “Maybe 500 of these companies actually get the money to get going,” Michael explains. “The failure rate is usually 80 percent to 90 percent the first year, but this is not much different than small business statistics overall.”

Michael says network marketing worldwide is growing at four times the rate of the industry in the United States. “The good news is that network marketing is expanding,” he says. “Our clients are in South America, Mexico, South Africa, Russia, Vietnam, India, China, and many other countries.” Michael estimates that another 500 companies are launched every year outside the United States. “Still,” he points out, “most countries look to American companies to lead the way in network marketing.”

Understanding How Network Marketing Works

The concept of network marketing is simple, and it consists of two primary principles. First, a company relies on independent representatives, or distributors, to sell its products and services directly to consumers. That's why it's called *direct selling*. The company is spared the expense typically associated with the middleman in business. In direct selling, you don't need retail space or massive and costly advertising campaigns. The independent representatives, using a variety of marketing vehicles, dynamically advance products and services to the point of purchase.

Second, the representatives are granted the opportunity to build their own independent sales organization and network of marketers — giving rise to the phrase *building a downline* (the term *downline* is discussed in the following paragraph). The representatives receive a percentage of the cash revenues generated monthly by the network. Some levels of the network pay a higher commission than others, as we explain in Chapter 8 when we discuss compensation plans.

Figure 1-1 illustrates a simple, clear example of a downline. John's downline consists of all the people under him in his sales organization. John is in Dave and Holly's *upline* (the line above them that continues even up above John). Dave and Holly are on John's first level. Liz, Paul, Keith, and Nina are on John's second level. There are two *legs* to John's organization. Dave's side comprises one leg of John's downline, and Holly's side comprises the other.

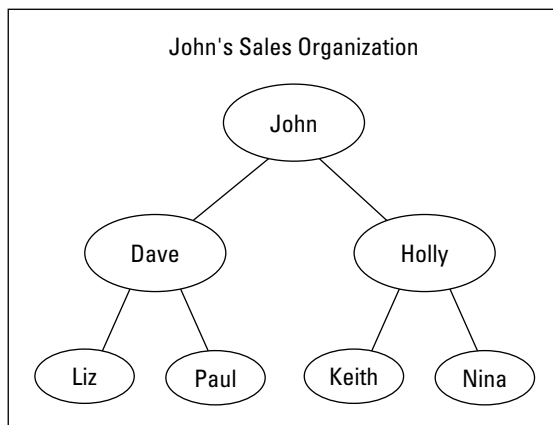


Figure 1-1:
A simple
downline.

On paper, the logic behind network marketing is simple, but the implementation is complex. The distributors depend on the network marketing company to provide desirable, quality products and services and to create the supporting systems — operations, marketing, sales, customer service, and personal development. The company depends on its distributors to learn and follow the systems and then to teach the systems to other distributors whom they sponsor in their downlines. The ultimate success or failure of a network marketing company depends greatly on the effectiveness of its systems and on the ability of its people to teach and follow them. For all of this to work, the parties must be committed, enthusiastic, and cooperative, not to mention fair and honest.



Network marketing companies build the “machine” that makes it possible for distributors to succeed. “For a very small investment, people can work from home and get all the tools and support they need directly from the company or the person who sponsored them,” says Hilton Johnson, founder of MLM University (www.mlmuniversity.com), which provides sales training to network marketers. “So it works because people are given every chance to succeed without a lot of investment and without a lot of skills.” Gavin Scott, a network marketer with Kleeneze in the United Kingdom, agrees wholeheartedly. (Kleeneze sells a variety of household products via catalogs.) “It’s so simple to follow a proven system,” he says.

Understanding Why Network Marketing Works

Veterans of the profession say that network marketing works for the following reasons:

- ✓ Even in a strong economy, many people need supplemental income. “Most people live paycheck to paycheck,” explains Todd Smith, a Sarasota, Florida–based networker with Rexall Showcase International, which sells a variety of health and nutritional products. “Most people can’t afford the nice things they want, or to send their kids off to college, and since there’s seldom the opportunity to make more money in their full-time job, they start a part-time network marketing business. The risk is low, and the potential is great for a high financial return. As a result, there will always be the need for network marketing.”
- ✓ People are looking for freedom from work and jobs they don’t enjoy, and for money, and they can find both in network marketing. The combination is too tempting to pass up. “Where else can you find a concept that gives you more of what you want just for helping them distribute their products and services?” asks Kamie Downen of Honolulu, Hawaii. She and her husband, both in the military, are distributors of Enviro-Tech International, which is best known for its waterless car wash product.

- ✔ Time seems to be the one factor Americans value most, and network marketing can give them more of it by allowing them to work from home. They don't have to commute. They don't even have to get dressed! *Money* magazine conducted a nationwide poll in 1997 and discovered that 64 percent of Americans and 68 percent of women polled said that if they had a choice between more money or time off work, they would choose the time. Commenting on the survey results, *Network Marketing Lifestyles* magazine said the desire for more time may encourage more of America's dissatisfied workers to start their own network marketing businesses.
- ✔ The products and services are attractive, and they attract people to the profession. Network marketers are ground-breakers. They are often responsible for introducing new products and services. Phone cards are a good example. You know about phone cards — you can buy them in convenience stores for \$5 and they're good for making long-distance phone calls. Networkers introduced those cards to the marketplace. "Many people have a positive experience with a network-marketed product, and then they're hooked," says Hilton Johnson. "They want to tell everyone about their experience, and in the process they build a business."

Choosing Network Marketing as a Career

Network marketing provides chances to succeed and get recognition in ways that more traditional forms of business have not. By the late 1960s, a combination of socioeconomic factors in America resulted in more women going to work, some because they wanted to, others because their families needed a second paycheck. In the 1970s and the following decades, many of these women gave up on corporate America when they were denied promotions to executive-level positions. As they considered their alternatives, many disgruntled employees discovered network marketing, and they couldn't resist the highly motivated, sky's-the-limit culture that some network marketing companies had created. Suddenly, upscale women and men found they could make the additional money they needed, or even replace and surpass their full-time incomes as network marketers. This is still very much the case today.

In the world of uncertainty, what network marketers call the world of the traditional J.O.B. (just over broke), you can get laid off because of a downswing in the economy or fired for any number of reasons: The boss doesn't like you, or she finds you intimidating, or he flat-out says you're not doing a good job. In network marketing, however, you can't get fired, regardless of your attitude or your productivity. Even earning more money than your sponsor (which

often happens) isn't a problem, because the more business you do, the more you build your sponsor's business! It's really an amazing concept that attracts people for numerous reasons — money, yes, but there's so much more.

Reasons other than money

The desire to be recognized is one of the greatest motivators for people who join the network marketing profession. When work is a grind and people get no public recognition, they will look for something that's more exciting. Network marketing is often the answer because this profession makes a huge fuss over its people — all the time. And why not? People build businesses, and smart network marketing executives know it. That's why Mary Kay Ash wraps furs around the shoulders of her cosmetic-selling representatives and gives them pink cars to drive. It's why network marketing companies organize annual conventions: so they can praise their distributors and bring them on stage to publicly acknowledge their accomplishments. And the people love it, perhaps because most people are starved for this kind of attention.

People also join this profession because of the personalities of the people who make up the profession. Spend an evening with a bunch of network marketers, and you may be amazed by their positive attitudes, friendliness, and willingness to help each other. They don't keep secrets from their colleagues. If they find a solution to a problem, they want everyone to take advantage of it. Color, creed, gender, education, and seniority are issues that network marketers leave behind at their previous jobs.

Personal development is another motivator for people drawn to network marketing. Oftentimes, people are so beaten down by jobs, employers, coworkers, commuting, and the need to get ahead that they lose self-esteem. Then their attitude takes a nose dive, possibly followed by their health. Sooner or later, some of these folks look at themselves in a mirror and ask, "Why?" That's when the right network marketing company can rescue them. Most companies, through weekly telephone conference calls, regional and annual meetings, audio- and videocassettes, and workbooks, encourage their distributors to work on themselves harder than they work on their businesses. People with high self-esteem usually don't struggle as networkers. In fact, they're very good at it. And the more successful they become, the higher their self-esteem.

"People get involved in network marketing for many reasons other than money, and at first that amazed me," says Russ Noland, who gave up a lucrative real estate agency to become a full-time network marketer in Houston, Texas. "I thought everyone would be motivated by the money, but a lot of people are attracted by the recognition. Imagine someone who has gone to work every day for years, grinding it out and never getting any recognition,

not even a pat on the back. As soon as they join a network marketing company and get a little success, they go to a meeting with hundreds or thousands of people, and they're asked to stand up so that everyone can cheer for them. That puts fuel in their boiler! They can't wait to get out there and do something so they can get recognized again."



Although people may think that they're getting into network marketing just for the money, David D'Arcangelo, author, television personality, and a former network marketer, disagrees. "Really they're attracted to the people. As a network marketer, you get a chance to teach other people and watch them succeed, and most people relish that opportunity. If things work out, you may even earn a tremendous amount of money." David was never a full-time network marketer: He dabbled in the profession just for the "fun of it, and because I liked the people," he explains. That fun led to a downline of 7,000 networkers, and even after David stopped actively working in the business, his commission checks continued to increase.

How could that happen? He didn't work, and he still got paid? And he got paid more? Yes! It's called residual income. It's one of the greatest benefits of network marketing, and we tell you all about it in Chapter 3.

"I was attracted to the opportunity for self-fulfillment," explains Arce Trujillo, a full-time network marketer in Lima, Peru, for Rena Ware International, a company that sells cooking utensils, water filters, and products for the home, as well as nutrition and skin care. "As a network marketer the past 28 years, I have achieved promotions, trips to almost everywhere in the world, financial stability, a happy family . . . and I continue working to achieve even more."

Another major bonus in network marketing is the ability to set your own hours and to work around your family's schedule. Throughout this book, you hear from women who chose network marketing simply because they didn't want to work away from home. They refused to send their children to day care, and they often sacrificed corporate positions and teaching careers. Men are also looking for ways to spend more time with their families, and it's not just American men, either. Tom Paredes tells a story about going to Puerto Rico to build his Nutrition for Life International business, and one of his first prospects was a veterinarian. Tom asked him, "If you could change one thing about your life, what would it be?" The response: "I'd like to get up in the morning and have breakfast with my children, take them to school, and then get home in time in the evening to have dinner with my family." Tom continues: "Here was an educated, professional man, and what did he want? More time with his family." Tom sponsored the veterinarian, who got what he wanted. "Today," says Tom, "he's still a vet, but he travels with me all over the world to train network marketers. He hangs a sign on his office door and says he'll be gone for a week or two. He has freedom of time, he has money, and he's home with his family when he wants to be."

Retirement isn't even a concept in this profession

Successful network marketers rarely retire, but it's not because they need the money. It's because they're having so much fun, and they would miss the personal and social rewards that network marketing provides. Dayle Maloney from Eau Claire, Wisconsin, is a case in point. He's the author of the book *I Could Have Quit \$7,000,000 Ago*, which tells his story as a network marketer since 1983. Dayle has built a downline of 40,000 people in 16 countries, including Japan, Norway, Germany, and England. By the year 2000, he had earned more than \$10 million, and that year he turned 65 — retirement age for most folks. But not Dayle. "I'm still working every day, and I'll spend 60 to 70 hours a week in my business, but it's not because I have to. It's because I want to. I don't even think about the money I'm earning. It's not important anymore. I'm touching lives, and those lives are touching more lives that touch even more lives. You don't give up something like that."



You could devote three to five years to network marketing and build an income that could survive even your own death. "I ask people if they would like a program that they could work for three years and then retire," says "Tremendous" Bill Pike, the most successful network marketer with Youngevity, a firm that sells antiaging products. Bill says there are no guarantees about how much money you will earn. Nonetheless, your residual income could continue for many years.

Measuring the interest in network marketing today

Perhaps the best indicator of the interest in network marketing today comes from Kim Klaver, Webmaster of www.m1m911.com. Kim built a lucrative business with National Safety Associates (NSA), which made its name selling water filtration systems. Several years ago, feeling the urge to "motivate and entertain" network marketers worldwide, Kim sold her business and launched her Web site.

"I had been a closet entertainer," says Kim, "and I wanted to help keep good people in the business. Plus, I saw the opportunity to attract a huge following." She says that the site floundered its first year, but due to strong word of mouth, she

has yet to spend a cent on marketing. By 1999, the site was recording 10,000 to 40,000 hits daily, and by 2000: 100,000 hits a day! Kim explains, "The site has attracted leading distributors from as many as 150 network marketing companies, and they spread the word." In the last few years, Kim says, the site has built a subscriber base of 14,000 people. Kim sells a variety of products from the site and also promotes her speaking and training services. Visitors to www.m1m911.com can sign up for a free newsletter, as well as access the Discussion Board. Kim also posts information about free teleconferences that she conducts weekly.

Similarly, Russ Noland doesn't plan to retire. "Asking me when I'm going to retire is like asking me when I'm going to stop playing golf," he quips. "I can't imagine that I could stop talking to people about what network marketing has done for me. It's like a hobby now that makes me money. But I have an obligation to remain in the business. I've brought a lot of people with me, and I have much to offer others. Besides, it's fun! I'm around upbeat, positive people every day. How could you pass that up?"

You Get Out of It What You Put into It

You've heard it before, but it's true: You get out of it what you put into it. You can join one of the best network marketing companies. You can find a sponsor who's fabulously talented and willing to teach you. You can represent products and services that everyone wants to buy. But until you take action, nothing much is going to happen. You may be a natural-born network marketer, but you still have to work at it. When you join a company, you'll most likely receive a distributor's kit that contains audio- and videotapes, books, and a schedule of telephone conference calls and local opportunity meetings. There's your work. How often you listen to the tapes, watch the videos, read the books, join the conference calls, and attend the meetings determines how quickly and how well you advance as a network marketer.

The greatest indicator of success is your personal commitment to network marketing. "There's a day when you get into network marketing," says Jan Ruhe, a 20-year veteran of Discovery Toys and the most successful representative in that company. "But nothing happens until the day network marketing gets into you." There are no perfect network marketing companies, but that won't stand in your way to the top once you're committed.



Tom "Big Al" Schreiter recalls the failure that he experienced for nearly two years after he gave up a corporate job for network marketing in the 1970s. "Finally," he says, "I discovered my failure wasn't the company's fault, the sponsor's fault, the fault of the pricing, the weather, or the economy. It was *my* fault. Once I figured that out, it was easy to fix. But before then, I was only good at excuses. When network marketers think their lack of success is the fault of someone or something else, they're wrong. So many of them will change companies to address their failure, but if you're a lousy networker with one company, changing companies will just make you a lousy networker with another company. You've got to fix the basic problem, and the basic problem is *you*. Once I addressed the problem, I traded two bad years for what has now been 26 great years."



Research at Stanford University reveals that 95 percent of the people who buy an idea or concept are unable to follow through because they don't have the resources to do so — seminars, meetings, phone calls, training sessions, books, manuals, audiotapes, or CDs that are loaded with inspiring, informative material.

I have been training in the industry for over 30 years, and without exception, I can say to you that those people who take advantage of the things I just listed are the ones who succeed. Of those who never take advantage of any of these resources, I've never yet seen one who made it. The people who take advantage of most of them enjoy a degree of success commensurate with their effort, so take advantage of the books, tapes, and meetings your company has to offer you.

Of all the resources, I believe that the audiotapes you listen to in your car (Automobile University) are by far the most important factor in your success in network marketing and life. Over the years, I've received thousands of letters from people saying that my books and tapes changed and enriched their lives. The tapes pick them up when they are down, but interestingly enough, the biggest benefits come when they have listened so many times that they can finish the sentence, quote, story, or example. Here's why: At that point, the tapes turn into their self-talk, and those powerful affirmations change lives.

Regular attendance at the meetings is important, too. First, it helps you build relationships with others. Second, you get to participate in the excitement of the meeting itself. Third, you hear success story after success story. Fourth, you see people receiving praise and recognition. And perhaps for the first time, you will recognize and fully understand that you're part of something bigger than you — an opportunity to make a difference and have an influence in the lives of others and be rewarded handsomely in far more ways than just the dollar.

Network marketing advantage: It allows you to make a difference

People who really love what they do for a living will tell you that the money they earn is only half the equation. The other half is making a difference. They want to make a difference in the lives of other people. Making a difference is often more important than the money.

“Chills run up my spine when I see how we are helping mankind,” says Tim Sales, a huge money earner in the Nu Skin network, and a popular network marketing trainer. “Our mission is driven by giving people the opportunity to live better lives. We contribute to charities, we provide funding for research, and we’re behind many good causes. That’s what drives us to remain long-term in network marketing.”

Russ Noland, a top earner at Excel Communications, says he will never retire because he

feels an obligation to remain in network marketing. He and his wife, Mary, used to work seven days a week in their own real estate sales agency selling more than \$1-million worth of houses monthly. Once they discovered network marketing, however, they were able to give up the 14-hour-a-day grind, and that made a significant difference in their lives. First, it gave them their lives back. Second, it helped them earn more money than they ever thought possible. Third, it helped them make a difference in the lives of the other people they introduced to network marketing. “You don’t retire from network marketing,” Russ explains. “There’s no need to. And who would want to? It’s too much fun.”