

MAILBOX MONEY

THE PROMISE OF NETWORK MARKETING



RICHARD BLISS BROOKE

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Second edition published February 2000

Third edition published June 2001

Fourth edition published June 2003

Fifth edition published November 2003

Sixth edition published February 2004

Seventh edition published August 2004

Eighth edition published October 2008

ISBN # 0-9700399-2-1

Published by High Performance People, L.L.C.

1875 North Lakewood Drive

Coeur d'Alene, ID 83814

Telephone 888.665.8484, Fax 888.665.8485

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

What Readers Are Saying About Mailbox Money

“*Mailbox Money* is the most powerful tool I have ever used to introduce prospects to the Network Marketing industry. The clear and concise presentation of the complex principles behind this business is masterfully reinforced by powerful, real world examples. This one-two punch leaves my prospects feeling empowered with their new knowledge and excited about what is possible. Leveraging Richard Brooke’s skill as an educator and motivator, I can now focus all of my attention on closing sales!”

Scott Bousquet
Spring Hill, Florida

“I enrolled a new distributor who had a negative opinion of Network Marketing from her spouse’s past experience. *Mailbox Money* was the perfect tool for building her confidence in the industry and for showing her how and why the business works.”

Velma Gill
Lantana, Florida

“There is absolutely no doubt that Richard Brooke has had more impact on my success than any other trainer in the MLM industry. I hand out copies of *Mailbox Money* to my entire downline.”

Kathy Schneider
Lubbock, Texas

“Richard Brooke says it all in this quick read. *Mailbox Money* is essential for anyone serious about building their Network Marketing empire!”

Ruby Cassidy
Charlotte, North Carolina

“Direct anyone with questions about Network Marketing to Richard Brooke’s masterpiece, *Mailbox Money*. The reader will see what the industry is all about; what to look for and what to avoid, who the champions of the industry are and how they got there.”

Dr. Mel Babad
Trenton, New Jersey

“I think everyone should have a library shelf dedicated to Richard Brooke’s resources! *Mailbox Money* is my favorite ... short, to the point and very helpful. I no longer fear the unknown on the other end of the phone.”

Susan Martin
Buna, Texas

“I was delighted to get Richard Brooke’s *Mailbox Money*. I’m always looking for materials to help keep myself pumped up and guide me through this business.”

Chris Taylor
Merced, California

“*Mailbox Money* is not only a powerful prospecting tool, but a great training piece for new and experienced distributors alike. It tells the complete story about our industry and emphasizes all the possibilities of Network Marketing.”

Dr. Tom Ventullo
New Smyrna, Florida

“*Mailbox Money* clearly explains the power and simplicity of Network Marketing. It gets out the message about the security of a Residual Income. This booklet is pivotal in helping a prospect decide that the industry is right for them and the timing is right now!”

Suzie Southworth
Coeur d’Alene, Idaho

Richard would love to hear your stories of how this work
has impacted your life or business.

You can reach Richard at
888.665.8484 or **RB@RichardBrooke.com**.

Mailbox Money

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Mailbox Money?



Network Marketing or Multi-Level Marketing has been around for over 50 years. As an industry, it has earned a less than stellar reputation. Most people do not believe it to be legitimate, nor do they believe it is a viable way for them to build wealth. Most who have tried it have failed, further solidifying their beliefs about the business model.

And yet, there are 67 million people worldwide who claim to participate at some level ... most presumably as distributors, just buying for their own consumption. Out of 67 million, someone has to be earning some income ... and some have to be earning a great deal.

Network Marketing IS an opportunity to earn a check sent to your mailbox every month. Maybe for just enough to cover your own product usage cost; maybe for a few hundred dollars a month, and maybe for a lot more.

This book, full of facts and true-life experiences, will help you answer the “mailbox money” question for yourself. These pages explain Network Marketing, one of the most innovative, yet misunderstood, business concepts in the world.

In *Mailbox Money*, you will learn:

- Who makes Network Marketing work, and how and why.
- How others have used Network Marketing to change their lives from ordinary to extraordinary — possibly even from rags to riches.

- And most importantly, under what circumstances Network Marketing might provide a way for you to turn your dreams into reality.

If You're Skeptical ...

That's okay. You may find that by the end of this book, you will have a new perspective. Maybe your doubts and skepticism will disappear. Or maybe you'll be even more convinced that Network Marketing is not for you. Either way, you'll be none the worse for having taking a closer look.

Why Network Marketing?

Creating Financial Security

About five out of 100 people ever achieve security, and only one enjoys freedom (defined as being able to

do and have virtually anything you want, within reason). It's a goal most of us strive to achieve our entire lives. Our educational paths and investment strategies, combined with 30 to 40 years of hopeful accumulation, are designed to get us there.

However, a troubled housing market, rising unemployment, much publicized turmoil surrounding the banking industry, and cautious consumer spending all point to a faltering economy, which has most Americans scrambling for a Plan B. And according to economists, financial instability and a looming recession in the U.S. is expected to have significant spill-over effects on the global economy.

Investing in Your Future

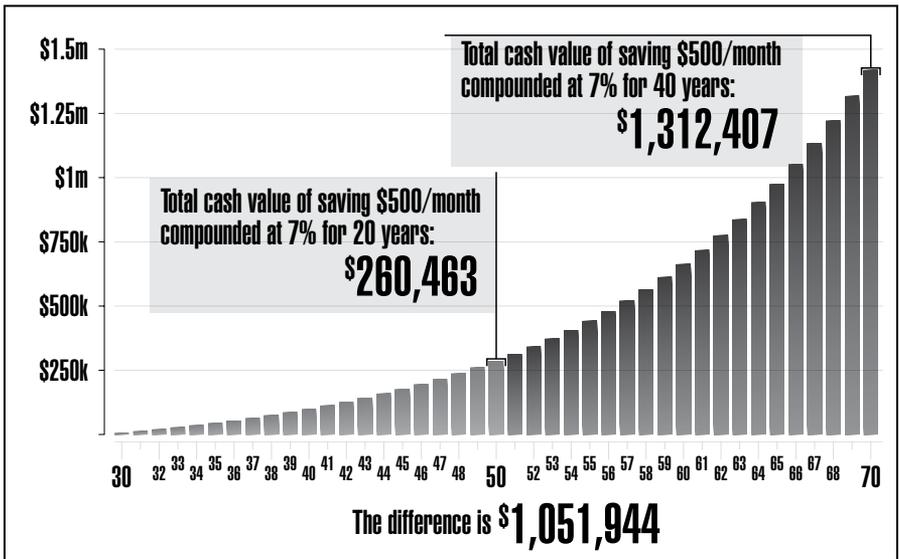
The rules most of us grew up with have consistently been thrown out the window over the past 30 years. Loyalty to one particular job no longer provides security. A four-year degree might get you a job, but that's about it. The average person today will change jobs seven to ten times in their lifetime. Most will not end up settling in the careers for which they majored in college.



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

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

In order to achieve the same cash value in only 20 years (starting at age 50 through 70), your required monthly investment is nearly \$2,500. That's almost five times the monthly investment needed than if you started at age 30!



The Investment Strategy

What about investment strategies? The models for us to choose from have traditionally been real estate and equities. Equities have averaged a 10

percent return over the past 100 years; real estate 6 percent. And equities can go from 100 percent to *zero* overnight if you pick the wrong Enron, Global Crossings, MCI, AIG, Fannie Mae, Freddie Mac, Bear Stearns, Washington Mutual, IndyMac, etc.

Real estate in higher-end markets like California, New York, Florida and any waterfront community historically return much more than 6 percent. However, we have also seen market corrections that have *dropped* real estate values by up to 50 percent.

The challenge for most people who consider these strategies is deciding what to invest in and, more importantly, where to get the money to invest. These strategies work great if you have the extra \$1,000 a month to invest. Without it, you are a spectator. Are you tired of being a spectator? Do you know anyone else who is?

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

A Residual Royalty Income Business Offers Huge Advantages

1. You can build it part time, any time.
2. You can build it from anywhere; any city, any virtual office.
3. You can launch it for less than \$1,000.
4. You are “in business” for yourself, but not *by* yourself.
5. You can create enough tax deductions alone each year to make it worthwhile.
6. You can learn it while you earn it. You can create profit your very first month.
7. You can earn an extra \$500, \$1,000, \$5,000 or more a month — every month — to invest in the traditional options of real estate and equities.

8. And the most valuable and lucrative benefit is that of *Residual Royalty Income* and its asset value. Built in the right company — one that has proven it pays over the long haul — that income can, and should, be there forever.

Think about it ...

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

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

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

Indisputable Facts

Let's start with
a couple of
simple facts.

Fact #1:
It's legal.



In the United States, Network Marketing — also called Multi-Level Marketing or MLM — has been legally used for product distribution and compensating distributors for more than 50 years.

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

1. The main objective of the business is selling viable products or services at a reasonable price.
2. Each independent distributor maintains a retail customer base, usually of ten or more.
3. Potential incomes for recruiting others are not promised; or in some states, even mentioned.
4. Distributors are not paid (head hunting fees) for the mere act of recruiting others.
5. Distributors are not encouraged to buy more product than they can reasonably resell within 30 days.
6. The company must refund unsold product and sales materials, including enrollment fees, if the distributor chooses to resign.

Because Network Marketing is legal, there is a large upside potential for Network Marketing corporations and distributors. The concept attracts very dynamic promoters — some are ethical, some not. Many Network Marketing companies have crossed the line legally and have been the subject of negative media, as well as civil and criminal penalties.

Listen to how a Network Marketing company's distributors present the opportunity, and review the company's business materials to discern if the company is engaged in legal product distribution. Any business opportunity promoted in a fashion similar to that of a lottery, chain letter or investment opportunity will not pass established legal guidelines.

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

Fact #2:

There are successful Network Marketing companies ... and there are others that fail.

There are more than 2,000 Network Marketing firms distributing over \$110 billion a year in goods and services. Many of these firms are publicly traded companies listed on the NASDAQ, as well as the New York and American Stock Exchanges. Amway, HerbaLife, Mary Kay Cosmetics, Nu Skin and Primerica each boast over \$1 billion annually in sales, and have been in business and growing steadily for 30 to 50 years.

However, as is true for every kind of business, most Network Marketing companies fold within a few years of launching.

Fact #3:

There are successful Network Marketing distributors ... and there are others who give up.

Some individual distributors have earned and enjoyed long-standing Residual Royalty Income fortunes of \$1 million or more per year, for many years. Many more earn from \$1,000 to \$10,000 a month.

Most individuals who pursue building a Network Marketing business, however, give up before they see the level of success for which they hoped. The *average* Network Marketer never creates enough success to warrant doing anything beyond buying product at wholesale.

The fact is, people with *average* ambition, commitment and effort usually don't do well in a business like Network Marketing.

Fact #4:

It's a major player in the global economy.

The Network Marketing/Party Plan Direct Sales method of marketing as an industry has grown 19 of the past 20 years, including over 90 percent in just the past ten years. A staggering \$110 billion worth of goods and services are sold worldwide each year in this industry.

Fact #5:

It's growing.

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

There are 15 million Americans and 67 million people worldwide who participate at some level in this concept.

Fact #6:

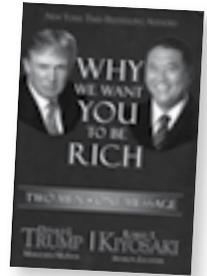
It's tried and true — and here to stay.

The concept of Network Marketing (paying multiple levels of commissions on sales and allowing all levels to sponsor new levels) has been in play since the 1950s. Although it has its share of bad examples, historically it is a legal and ethical method of marketing. Today, it is held in the highest regard by many of our country's most prominent business and success experts.

WHAT DO THE EXPERTS SAY?

Real estate mogul **Donald Trump** has this to say about Network Marketing in his book *Why We Want You To Be Rich*, which he co-authored with financial educator **Robert Kiyosaki**:

"Network Marketing has proven itself to be a viable and rewarding source of income. There have been some remarkable examples of success, and those successes have been earned through diligence, enthusiasm and the right product combined with timing."



Billionaire investor **Warren Buffet** called his direct selling companies simply:

"The best investment I ever made."

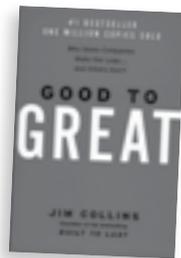
Tom Peters, the legendary management expert who wrote such *New York Times* bestsellers as *In Search of Excellence* and *The Circle of Innovation*, calls direct selling:

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



Jim Collins, author of bestsellers *Built to Last* and *Good to Great*, marvels at the energy and enthusiasm of direct sellers and suggests this may illustrate how the best organizations of the future might be run:

“... in the spirit of partnership and freedom, not ownership and control.”



David Bach, a financial planning expert and author of the *New York Times* bestseller *The Automatic Millionaire*, said this:

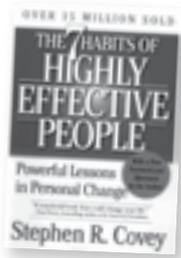
“The beauty of direct selling is that it’s all done for you. You don’t have to create a business plan. You don’t have to create a product. The only thing you need to do is find a reputable company; one that you trust, that offers a product or service you believe in, and get passionate about it.”

Robert Kiyosaki, financial educator and author of the *New York Times* bestseller *Rich Dad, Poor Dad*, observes:

“When you build a Network Marketing business, you’re actually building an income-generating asset. Direct selling gives people the opportunity, with very low risk and very low financial commitment, to build their own income-generating asset and acquire great wealth.”

Stephen Covey, acclaimed author of *The 7 Habits of Highly Effective People*, says direct selling is the opportunity to find a genuine higher calling:

“Direct selling helps affirm people’s worth and potential and can open up a whole new alternative income stream that can make a huge difference in their life. It is an entrepreneurial opportunity where people can use their talent and their passion toward a greater good.”



It Works

The bottom line is Network Marketing works and has worked to build extra — to extraordinary — individual wealth for more than 50 years. Some of the smartest people in the world are taking advantage of it.

The Question Is ...
Are You?

Network Marketing Myths

Let's dig a little deeper and address some common concerns and myths regarding Network Marketing.



Myth #1:

Getting in on the ground floor is the best way to success in a Network Marketing company.

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

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

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

- Stay in business;
- Grow ethically;
- Honor its distributors and customers.

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

Myth #2:

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

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

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

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

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

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

The fact is that the people who are already successful in whatever they do, tend to also succeed in Network Marketing. The great part is, they are apt to do better financially in Network Marketing because the economic dynamics are so powerful.

Myth #3:

Network Marketers succeed by being in the right place at the right time. Luck is a big factor.

Network Marketing is a business; it is not a hobby, a game, a scheme, a deal or something in which to dabble. People who treat it lightly do not succeed. People who treat it as a new career, a profession and a business have a reasonable opportunity to make it pay off very well.

As with any new career, profession or business, you need to:

- Learn what you are doing;
- Practice what you are doing;
- Invest in your education and tools;
- Apply yourself diligently to succeed.

All of this takes time, effort and money. It is not unusual for a successful Network Marketer to have invested hundreds of hours and thousands of dollars before profits and Residual Royalty Income start to flow. This is actually “the norm.”

Myth #4:

The way Network Marketing works is the “Big Guys” make all their money off the “Little Guys.”

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

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

There are basically three levels of participation:

WHOLESALE CUSTOMER

This is someone who gets involved just to use the products and buy them at the same price that higher-volume distributors would pay. This often requires a little higher minimum order and an annual renewal fee, very much like being a member of Costco or Sam's Club. Many distributors end up just being wholesale customers after pursuing the income opportunity and deciding it is not for them.

RETAILER

A retailer is a distributor who focuses their efforts on just selling the products. In many cases they do not understand the income opportunity well enough to sell *it* as effectively as they can sell the product.

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

NETWORK MARKETING LEADER

A Network Marketing leader is someone who is a wholesale customer, a retailer *and* who understands the income opportunity well enough to add selling *it* to their mix.

A Network Marketing leader may enroll as many as 100 people to build with them; sometimes two to three times that many. Out of the hundreds enrolled, most will just use the product; some will just retail it, and a very few will actually do what the Network Marketing leader did by enrolling many themselves.

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

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

Myth #5:

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

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

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

Myth #6:

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

The truth is, although this is mathematically possible, history has proven that saturation is not an issue. The largest Network Marketing company in the world — Amway — has been drawing circles and recruiting sales reps for more than 50 years. You probably are not a distributor, nor am I, nor are 239 million other Americans. Yet three million people worldwide, and more than one million Americans are, which makes for some very, very wealthy Amway distributors.

What to Look For

In a Network Marketing Company

I. PRODUCT

You must find a product or service you absolutely love:

- Something you would buy forever, regardless of whether or not you are a distributor.
- Something you can recommend to others without reservation.

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

2. YOUR UPLINE

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

Look for people who are dedicated, loyal, focused, positive, committed, generous and successful. Hook your wagon onto a rising Network Marketing star and you will increase your probability of success immensely. And most importantly, once you choose your sponsor and upline, listen to them. Follow their lead. Get trained by them. Be coachable. They can only be successful if you are successful.



3. THE COMPANY

You must be proud of and trust the company: your “motherhip” and its leaders. They are your partners in product development, legal and financial issues, human resources, customer service, product development, order fulfillment, data processing, international expansion, public relations, ethics and culture. They are crucial to your long-term success.

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

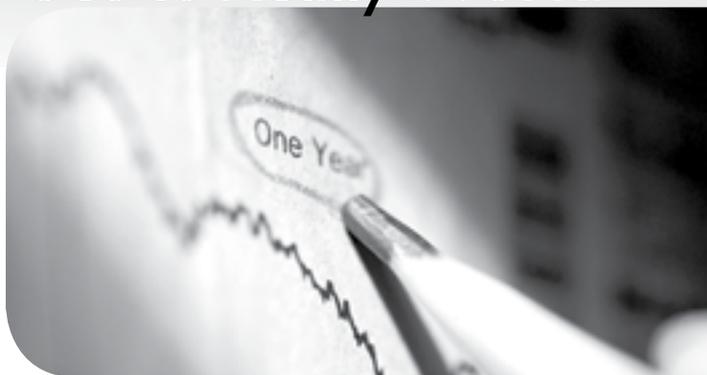
Choose your motherhip wisely.

AVOID choosing a Network Marketing company that:

1. Has distributors who promise quick income with very little effort.
2. Has distributors who promise to sell and recruit *for* you.
3. Is a brand-new, ground-floor revolutionary company — unless you absolutely love the products, people and company and are willing to take the risk.
4. Has a compensation plan that encourages you to “buy in,” “buy slots,” or order what seems like a “garage load” of product.
5. Says you do not have to sell (recommend or share) product.
6. Has frequent product backorders. Backorders do happen, but if they are anything more than a rarity, look out.
7. Is late with commission checks.
8. Has training, policies or promotions that consistently violate your personal values. You will not be able to sell this opportunity with any personal conviction or power.
9. Sells photocopied sales literature at full-color prices.

How Does It Really Work?

Most of us grew up with a traditional direct selling paradigm.



In direct sales, if you're offered a product and the opportunity to earn money by selling that product, the amount of money you make will be based on the amount of product that you personally sell.

In the traditional direct selling paradigm, if you had a goal of selling \$1 million worth of product a month, you might hire 100 full-time, professional salespeople to work for you, giving them each a territory and a quota of \$10,000 in sales per month. If they couldn't meet that quota, of course, you would fire them and find other salespeople who could.

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

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

Network Marketing is not necessarily about personally selling a lot of product, although some distributors do. It is about **using**, **recommending** and **selling** the product, and finding a lot of others to do the same.

Direct Sales

Network Marketing

The differences between **Direct Salespeople** and **Network Marketing People** are:

Full Time	vs.	Some Time
Salespeople	vs.	Customers
Employees	vs.	Volunteers
Quotas	vs.	Incentives
Protected Territories	vs.	No Territories

To Sell **\$1,000,000**

100 Salespeople each sell \$10,000 = \$1,000,000	vs.	10,000 Volunteers each sell \$100 = \$1,000,000
--	-----	---

Network Marketing is simply **a lot of people** doing
a little bit each.

The Compounding Effect

This is how the rich get richer and the poor get poorer.



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

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

In many “old money” families, this investment compounding has gone on for so many generations, they can’t possibly spend all the interest income produced. They are on autopilot to just keep getting richer.

Conversely, if you had \$5,000 borrowed on credit cards at 20 percent interest and you made the minimum payment, in 30 years:

- You would not have paid that debt off;
- You probably would have accumulated other debts; some to help you make the payments on the first \$5,000.
- You probably would not have had an extra dime to invest.

In many “limited money” families, this debt compounding has gone on for so long they can’t even afford the minimum payment, let alone what they need and want. They are on autopilot to just keep getting poorer.

Most Americans are in an endless cycle of debt. They borrow more, which raises their payments, which eats into their other money, which leads to borrowing more ... and so on.

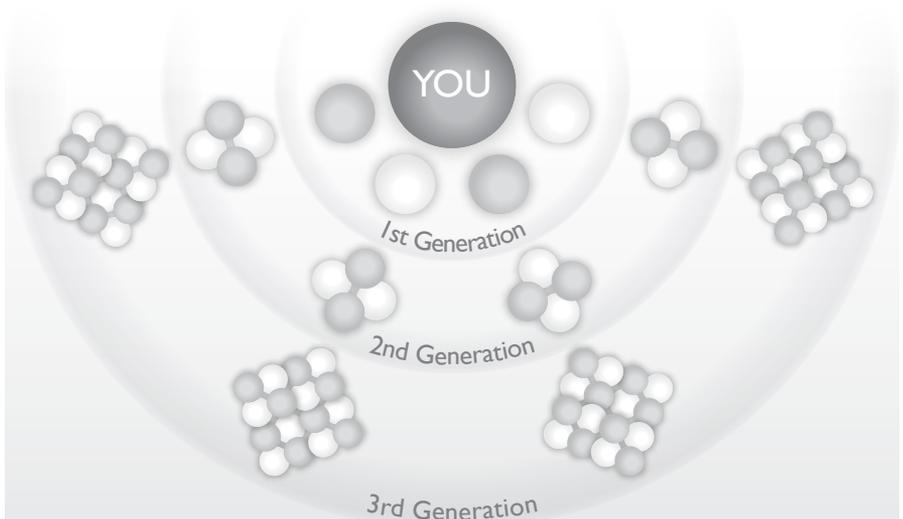
Compounding Bankruptcies

The number of Americans filing for bankruptcy has increased 63 percent in the last decade. And why not? You can do it every seven years.

Geometric Progression

The secret that drives this wealth-building and debt-building dynamic is Geometric Progression; the same thing that makes the wealth-building potential of Network Marketing so huge. The great thing about Network Marketing, however, is you don't need a lot of money to put Geometric Progression to work. You just need to talk to a lot of people, who talk to a lot of people ... etc.

The Geometric Progression of Network Marketing is typically illustrated in this way: Each circle represents one person. This is a "four-who-sponsor-four" scenario that can continue on indefinitely.



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

The Other Secret: Sustained Explosive Growth

If you continue to use the theoretical model on page 29 of four who sponsor four, etc., then 256 people would fill your fourth level (or generation) of distributors. This would result in a total of 340 people in your Network Marketing organization, plus you.



If each of those distributors sells \$100 of product per month, there would be 340 people selling a total of \$34,000 worth of product monthly.

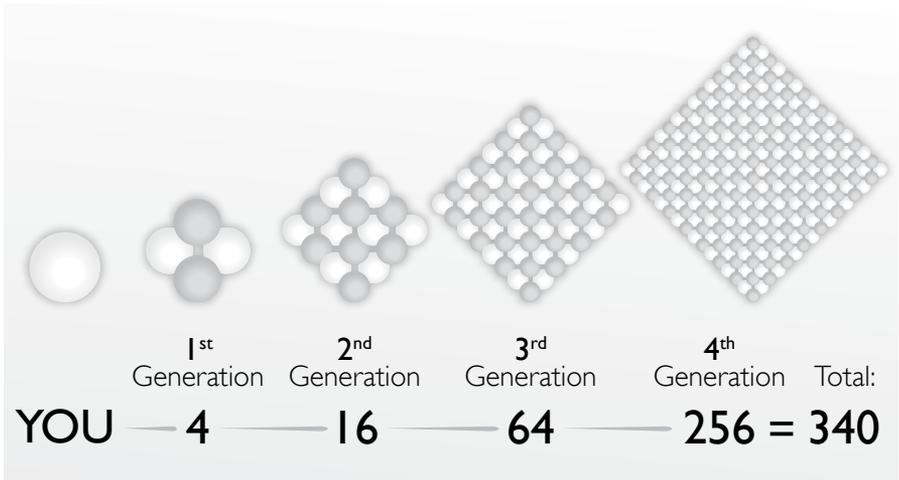
If you're paid an average royalty of 10 percent on that \$34,000, your monthly check would be \$3,400.

You may think, "Wow! It looks great, but how do I know this will last? How do I know this will continue to grow?"



The answer ... is in the numbers.

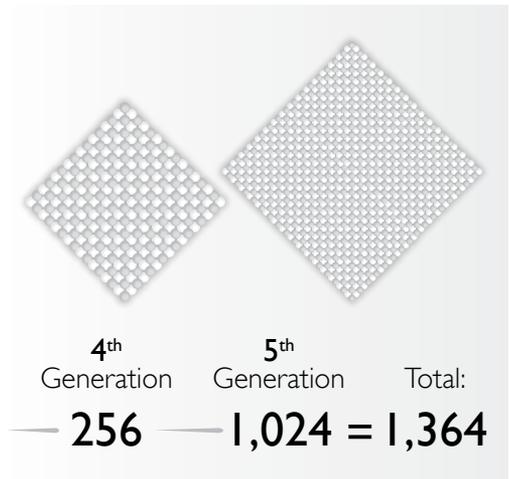
Look closely at the generations diagram that follows. Which generation earns you the most income? Obviously, it is the fourth generation, which has four times as many people in it as the third generation above it. In fact, more than 75 percent of your group's sales volume — and therefore, over 75 percent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



In this scenario, however, we are assuming your fourth generation people are just getting started in the business. Hopefully, they are inviting everyone to have a look, but they have not yet sponsored anyone themselves, so we do not show a fifth generation.

Sooner or later this may change, and when each fourth generation distributor gets their four, you would have added 1,024 new distributors to your fifth generation. At \$100 per distributor in sales, and with a 10 percent royalty, that translates into an additional \$102,400 in sales and an additional \$10,240 in monthly earnings for you.

Picture what happens on the sixth level, on the seventh, and on the twenty-seventh.



This is how “... the rich (networkers) get richer!”

Residual Royalty Income

In previous pages, you've seen that Network Marketing works. You've seen how it works and you've seen the potential for exponential growth. What you haven't seen is the hidden, and what is believed to be the most significant value of a Network Marketing business — the opportunity to create Residual Royalty Income.



Residual Royalty Income is cash flow that survives your efforts.

Examples of Residual Royalty Income include the income provided by rental real estate, stock portfolios or any interest-bearing asset. For each of these, however, it takes money to make money. For example, how much rental real estate is required to earn \$5,000 per month in net rental income? About \$1 million in real estate equity. How large an income would you need in order to buy or leverage that much real estate, and how long would it take? The answers are: “a lot” and “a long time!”

The same is true for any type of conventional asset-appreciation program:

- First, you have to earn the extra money to invest.
- Then, you have to invest it wisely.
- Finally, you must wait several decades for your investment to amount to something substantial.

Supplementing your retirement with Residual Royalty Income from Network Marketing is more like writing a book, composing a hit song or inventing something worthwhile:

- You don't need a lot of money to start.
- You do the work for a relatively short period of time.
- You get paid for a relatively long period of time.

An effective Network Marketing distributorship built in an established long-term Network Marketing company can, and should, pay you a steady Residual Royalty Income — indefinitely.

What that means is, if you ever have to (or choose to) stop building your Network Marketing business, the cash should keep on coming!

A reasonably capable person in the right Network Marketing company can create a monthly Residual Royalty Income of \$5,000 within a couple of years of part-time effort. A million-dollar distributorship within three to four years, and benefits can be doubled by using the extra income that a Network Marketing business generates to fuel an investment portfolio. How would it feel to be able to invest \$5,000 into your future every month for the next ten years?

Fast Forward

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



The Renaissance of the Family and Community

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

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

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

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

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

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

This return to basic human values in business is a subtle, yet powerful force driving the Network Marketing industry. By its very nature, Network Marketing is a people-intensive business. If you pursue it, you will have people — thousands of them — supercharged into your life. You will have your group, your upline, your local area group, and your entire company as extended family and community groups.

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

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

Network Marketing may offer the most dynamic environment within which we can develop our spirituality, and manage our humanity at the same time. It's a journey most people find exhilarating.

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

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

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

Everyone you're about to meet Has A Mailbox

Every one of them explored the opportunity you are considering — and found it worthy of their time and effort. They built large organizations and personal fortunes. Many of them now travel the world helping others achieve their dreams. If you look closely enough, you will see the potential of your own story in these pages.





Within five years, **TIM SALES** grew a Network Marketing organization to over 56,000 distributors in 20 countries.

Tim Sales: Rising to the Top

When you work on a bomb disposal squad, every step of the process is important. When the bomb squad works underwater for the U.S. Navy, you're likely to be a fanatic about the details that lead to success.

Tim Sales retired from the Navy in 1989, and answered an ad in the *Washington Post* to start his own home-based business. Within five years, his Network Marketing organization grew to over 56,000 people in 20 countries.

One of the keys Tim learned early on was that to achieve the success he desired, he had to develop easy rapport with people. And for a bomb-squad guy more adept at dealing with explosives than the masses, that was easier said than done!

The first thing Tim did was to grab a tape recorder and take it with him to every opportunity meeting he could

attend. With the record button on, Tim approached distributors who brought guests to the meetings and simply asked, “What did you say to get them to come tonight?” He played back the recordings and transcribed them by hand. Tim memorized the responses and followed them like a script, mimicking their words, phrases, tone, volume — even the emphasis they put on each word.

At his desk, Tim propped up “Buckshot,” a stuffed animal named after his black Lab. He practiced

inviting Buckshot to meetings using those scripts. Eventually, Tim was able to speak freely and confidently with anyone he met. He no longer needed scripts. He was no longer using someone else’s words. And that’s when his business took off.

Tim’s success and Network Marketing knowledge make him one of the most sought-after advisors, speakers, trainers and creators in the industry.

Tim’s success and knowledge make him one of the most sought-after advisors, speakers, trainers and creators in the industry. He has delivered well over 10,000 presentations and training sessions to people around the world. Tim’s signature training approach involves teaching mastery of each component within the business.

Tim is best known for creating *Brilliant Compensation* — a prospecting video that explains Network Marketing without hype. More than one million people have been properly educated about the industry through this powerful video.

He recently released a new website with articles and video clips that explain the MLM industry and provide answers to the most common objections. This website (see below) is a free resource for all network marketers, their prospects and the general public.

Tim resides with his family in Florida.

Visit MLMBrilliance.com, FirstClassMLM.com and FirstClassMLMTools.com



Dave Johnson: Perseverance Pays Off

One of the principles Dave Johnson lives by is treating everyone fairly, with equal care and compassion. He reminds those he coaches not to make quick judgments about someone's potential.

“One of the most powerful products we offer is hope,” Dave says. “I just love giving that to people. We have the power to touch other people and help them realize their potential greatness.”

At 24, a Navy buddy introduced Dave to Network Marketing. Before discovering his niche at age 40, Dave had participated in three MLM companies without achieving the \$5,000 a month he desired.

Nothing seemed to be a match for Dave. “It was a time of inspirational dissatisfaction,” Dave recalls of his job as an insulation salesman.

Before Network Marketing, **DAVE JOHNSON** couldn't even spell portfolio. Today, he is a multi-millionaire with a portfolio and a six-figure monthly income.

Dave was in pursuit of a Network Marketing company with integrity, when he was introduced to Nikken in 1990. The compensation plan had to be equitable and fair, with lots of opportunity for personal development and a feeling of satisfaction and FUN. “In order to succeed, you’ve got to be willing to fail — you can’t give up after just one company,” he says. “You need to believe you can begin again, today.”

“You don’t have to recruit the world, but you may have to talk to the world to find your four leaders.”

Dave built a personal fortune by personally sponsoring impressive leaders into his organization. Finding those leaders took massive action. Simply put, he talks to everybody about the Network Marketing business opportunity. At one point, he called 300 people and sponsored 20 or so in a single month.

“You don’t have to recruit the world, but you may have to talk to the world to find your four leaders,” he says. “You need to love people and have a magnetic personality. You must have some gumption and be ambitious. And you need to still be hungry and looking for more in life.”

As Dave reflects on his success, he recalls the day when a vacation used to be one of two options: Take the kids camping because it was cheap, or visit relatives because they don’t charge. “With time and money freedom, we still have family campouts with our 11 children; now we also vacation with them throughout the world! Camping is fun, so is renting a large villa in Hawaii, or taking everyone on a Baltic Sea cruise,” Dave says. “Or taking the whole family to an all-inclusive resort in Jamaica or Cancun! We also enjoy just staying at home in the winter, sharing our ski lodge at Schweitzer Resort in northern Idaho with our family and friends.”

Dave and his wife, Valerie, live near Liberty Lake, Washington.

Visit RUExcited.com



Within three years, **FRANK KEEFER** was earning close to a million dollars a year and had created over two dozen other millionaires.

Frank Keefer: **Always Get the Best People**

Frank Keefer was influenced by a working-class stepfather with a powerful work ethic. Born in Baltimore, Maryland, Frank lost his father to World War II. When his mother remarried, Frank learned the value of hard work and the success that comes with it. He was on his own by age 15, when he joined the military. Later, he stepped into teaching.

Frank joined corporate America and rapidly moved into a six-figure income. His marketing and sales positions kept him going seven days a week, and on the road most of the time.

One day, Frank woke up and said, “No more!” The value of the dollar was undermined by the value of time spent with his wife, Gingie, in their home.

Then, a corporate friend introduced him to Network Marketing. When Frank

saw the numbers generated by geometric progression, they made sense to him. He joined Nu Skin, experienced success, and sold that business when his stepfather became ill.

In his second Network Marketing company, he experienced the pain of being “dropped” from his stellar position in the company. It was imperative to Frank to join a company with integrity and unlimited opportunity. He discovered that in Market America; while “putzing around” for several months, he still earned \$8,000 per month.

Then, he got serious!

Within that first year,

he was earning \$300,000 annually, and doubled it the second year. Within three years, Frank was earning close to a million dollars a year and had created over two dozen leaders who earned over a million dollars.

Today, the number of million-dollar earners within his organization has increased to more than a hundred.

Today, the number of million-dollar earners within his organization has increased to more than a hundred. He has mentored countless other million-dollar earners within his own company. Throughout the Network Marketing industry, he is acknowledged for his leadership, and has authored two books on personal accountability titled *Reflections of a Master* and *Continuing the Journey*.

He credits his success to his work ethic and business strategy of seeking only those people who are deeply committed to the Network Marketing opportunity. As he says, “Get the best people, and they will, in turn, get their best people.” He soon discovered that people sought him out because, “People will stand in line to win at something.”

Frank and his wife, Gingie, live on Marco Island, Florida, and the Wye River in Maryland.

Visit FrankKeefer.com



In just six years, **TODD SMITH** built an annual income in excess of \$1 million — then it shot up to \$2 million.

Todd Smith: Doing the Right Things

Todd Smith has mastered the art and science of leadership. Born in Chicago to middle-class parents, he began to pursue his destiny after high school.

When Todd entered the real estate industry, he earned respect and notoriety by becoming the second-highest residential producer in Illinois in just four years. The high stress, however, gave Todd the opportunity to ask himself an essential question: “How can I control my future, spend more time with my family and experience personal freedom?”

He examined Network Marketing and decided it would give him and his family the freedom and flexibility they wanted and needed.

In 1991, Todd joined Rexall Showcase International (now Unicity), his second MLM company. His first month’s check was \$8,000; the second month

\$15,000; and the third was \$19,000. For the next six years, Todd's annual income exceeded an average of \$1 million — and then shot up to \$2 million. He credits this success to the six other leaders he supported in achieving huge incomes.

Todd's organization and phenomenal income are the direct results of working Network Marketing as a business. Todd has the discipline to do the things that most unsuccessful people hesitate to undertake. He perseveres where others are unwilling. Stepping out of his "comfort zone" was part of the daily game as he built his empire. Todd believes in doing the right things, and doing them consistently.

"Being a balanced leader is essential," Todd says.

This means being a person of integrity, mastering communication skills, remaining loyal and consistent with the company's vision and following through on commitments.

"I will say without hesitation that one of the greatest keys to my success has been my focus on being the best leader I can be — and in duplicating that in my people."

"After being full time in this business for 17 years, I will say without hesitation that one of the greatest keys to my success has been my focus on being the best leader I can be — and in duplicating that in my people," Todd says.

As for the future, Todd maintains that the industry will thrive through a marriage of traditional Network Marketing with cyber technology.

"The future is online," Todd says. "Using the Internet to build a Network Marketing organization is essential for long-term success and will create a new model for residual income."

Todd, his wife, Joy, and their four children live in southern Florida.

Visit ToddSmith.net



Mark Yarnell: Making a Difference in the World

Using the techniques he later wrote about, **MARK YARNELL** watched his income rise to over \$1 million a year.

Best-selling author of numerous books, business leader and Network Marketing guru Mark Yarnell is renowned for his powerful stage presence. He has delivered countless motivational keynote speeches for major companies including Exxon, New York Life, General Motors, Nu Skin International, The Southland Corp, M&M Mars, Oxyfresh and Xerox.

One CEO wrote in a letter of appreciation:

“It would be an extreme understatement to say that your presence and fantastic presentation was a major factor in the positive outcome of our annual convention of more than 2,000 entrepreneurs. Thank you for gracing us with your talent, energy and enthusiasm.”

During the past three decades, Mark has built an empire of business networks in 21 countries. His bestsellers include

The Holy Grail of Network Marketing Collection, and *Self Wealth: Achieving Prosperity, Balance and Serenity in Your Life*. Prior to applying the principles of *Self-Wealth*, Mark was an impoverished minister with no degree or special skills. Utilizing the tools in these latest bestsellers, his income rose to over \$1 million a year.

“Tenacity, loyalty and resilience are the keys to success,” Yarnell says. “In this age, resilience has replaced opportunism as one of the central elements of success. The old way of jumping around from deal to deal is out — resilience is in.”

Mark’s list of professional achievements is long. He helped create a Network Marketing curriculum at the University of Illinois at Chicago where he co-founded the UIC Certificate Seminar in Network Marketing.

He is also a recipient of the coveted American Dream Award from the Howard Ruff Company. Mark has founded numerous

“Tenacity, loyalty and resilience are the keys to success. In this age, resilience has replaced opportunism as one of the central elements of success.”

charitable organizations and continues to be a much sought-after professional speaker and entrepreneurial coach. He was named the Greatest Networker in the World by *Upline* magazine and Philanthropist of the Year by the *Washington Times*.

“In most ventures, there are self-proclaimed experts who would lead you to believe that you are better off getting involved in several ventures at a time. Pay no attention to such opportunists. Multiple streams of income are like rocking chairs. They give you plenty to do, but get you nowhere.”

Mark lives in British Columbia, Canada, with his wife of many years, Valerie Bates.

Visit MarkYarnell.com and HolyGrailNetworkMarketing.com



SANDY ELSBERG was \$250,000 in debt and in just three years built a monthly income of more than \$60,000.

Sandy Elsberg: **The Trainer's Trainer**

Success didn't happen overnight for Sandy Elsberg, but perseverance and belief eventually paid off.

More than 20 years ago, Sandy was driving a beat-up VW camper van without heat, air conditioning or a radio. She put gas in \$2 at a time. When she stood in line at the grocery store, she had to return large bags of diapers more times than she cares to remember.

Sandy was \$250,000 in debt when she joined a Network Marketing company and became a partner with her hero of the 1960s, Jerry Rubin. After nine months in Network Marketing, Sandy earned \$2,000 a month. Nine months later, it grew to \$14,000. Nine months after that, \$36,000. Still nine months later, it was more than \$60,000.

Sandy's passion is teaching. Having been in the trenches, she inspires dis-

tributors because she is one of them. She lays out a plan they can follow, and shows them a way to get past their reasons for inaction. “Want to know how to plan a party? I’ll give you a ‘recipe’ that you can refer to in case you forgot the ‘ingredients,’” she says.

With 24 years in the industry, thousands of home parties and hundreds of trade shows under her belt, Sandy has honed these experiences into an art, which are manifested in her bestseller, *Bread Winner*, *Bread Baker*.

With 24 years in the industry, Sandy teaches distributors how to succeed in a point-by-point way they can apply immediately in their own lives.

Success wasn’t a solo mission for Sandy. She got there by developing a team she worked with side-by-side, arm-in-arm — until they could do it on their own.

“Most distributors are already motivated, or they wouldn’t have signed up. They just want someone to guide them; to hold their hand until they can walk on their own,” Sandy says. “I show them what they need to get started, and give them the tools to keep on track.”

Sandy has worked for and/or been a keynote speaker for dozens of prominent MLM companies. She has appeared in numerous industry magazines, including *Networking Marketing Lifestyles*, *Upline*, *Spare Time*, *Working at Home*, and *Inspire America*.

She was a shot of estrogen among predominately male speakers in the Upline Masters Seminars. She teaches the only accredited course on Network Marketing at the University of Illinois at Chicago with Dr. Charles King, Tim Sales and Mark Yarnell. Sandy travels the world training in Israel, Russia, Australia, England, South America, Mexico and Dubai.

Sandy lives in Orange County, California, with her daughters, Eleah and Anna.

Visit SandyElsberg.com



ART JONAK has built organizations with tens of thousands of distributors, many who enjoy significant incomes.

Art Jonak: **An Online Pioneer**

Sixteen years ago Art Jonak had to count on food stamps to buy milk for his newborn daughter. In his quest to get out of debt he worked two jobs, delivering pizzas at night. His relationships were horrible. Every aspect of his life was spiraling downward. Fast.

Art joined Network Marketing, and like a lot of people, for the first few years he struggled mightily. He became an avid student of the industry, reading Network Marketing books, listening to audio programs and attending every event he could. He began a regimen of regular self-development. And things began to change

Today Art is blessed with a fast-growing Network Marketing organization, a prosperous bank account and a wonderful lifestyle. He and his wife, Ann, frequently vacation in exotic locales including Italy and Dubai.

Art has built organizations with tens of thousands of distributors and helped dozens of individuals reach leadership positions and significant incomes. Through focus, determination and persistence, Art created exactly the kind of culture Networkers want. His own network is founded on the principles of having fun, accepting responsibility, developing leaders — and moving fast!

Art teaches the skills to attract prospects, develop recruiting systems and promote duplication. He is the author of the *Network Marketing Sponsoring Tips* newsletter and has been featured in numerous books. He is a monthly contributor to Network Marketing publications on four continents.

Art was one of the early pioneers of online Network Marketing.

He created the very first Network

Marketing news-

group ... even before websites existed! He developed an Internet-based viral prospect-generating system, which is one of the most automated recruiting systems in the industry. You won't find many who know more than he does about how to build a Network Marketing business using the Internet.

But Art doesn't just build his team on the Internet. He's created a worldwide methodology for growth, including global conference calls, opportunity meetings, and live trainings. Most importantly, he's done it in a way that provides replication. And that's important, because you can't take five or six vacations a year if you are the person everyone relies on to keep growth happening!

Specializing on the “marketing” side of Network Marketing, Art teaches others the skills to attract prospects, develop recruiting systems and promote duplication.

Art lives in Houston with his wife, Ann, and two daughters.

Visit MLMPlayers.com and ArtJonak.com



DAN MCCORMICK

became a self-made millionaire at age 22, just three years after joining Network Marketing.

Dan McCormick: Illuminating the Path to Success

As a teenager growing up in Bellevue, Washington, Dan McCormick worked at an upscale private health and racket club where he met pilots, accountants, salespeople, mothers, professional athletes, lawyers and even entrepreneurs. School never resonated with Dan so his schooling became one of watching successful people very closely, and copying what they did.

Dan was searching the want ads when a headline caught his attention: “Are You Making What You’re Worth? I live in Beverly Hills, drive a Clenet and earned \$96,000 in the past six months in the health and nutrition industry. Positions available.”

“I had never been more excited in my life. My problem was that I had zero self-esteem, no self-worth and certainly no net worth,” Dan says. Still, he called.

At his first Network Marketing meeting, Dan met an individual who went from being \$53,000 in debt to earning \$75,000 in 90 days. He was thrilled with the earning potential, but was a reluctant student at first. The turning point was when Dan immersed himself in Og Mandino's classic *The Greatest Secret in the World*. Finally, the student within him was ready to learn.

That book, along with *The Seven Habits of Highly Effective People* by Stephen R. Covey and his own book, *Lessons from Great Lives*, are the foundation on which Dan built a Network Marketing empire of tens of thousands of distributors. Dan now has one of Nu Skin Enterprises' fastest growing downlines in the United States.

“Could I retire? Yes. But it is my belief that the journey is where the reward is at,” says the self-made millionaire. “When I hear somebody tell me they're going to earn millions of dollars and retire, my response is: Never retire! Only re-fire! Make a contribution; think about the journey ... and the gift of Network Marketing.”

Dan was invited to speak on Wall Street by an analyst firm hosting a Network Marketing symposium. He met personally with Wall Street heavy-hitters, industry leaders and some of the country's most influential business leaders.

“When I hear somebody tell me they're going to earn millions of dollars and retire, my response is: Never retire! Only re-fire!”

“It was one of the greatest experiences one could ever hope for,” Dan says, “but in the end it is Network Marketing that has given me personal independence and financial freedom ... Money will not buy happiness. However, cherished memories will be imprinted on the minds and hearts of your family and friends for a lifetime!”

Dan and his wife, Marilyn, live in Orange County with their four daughters. Visit LessonsFromGreatLives.com



JANINE AVILA rose to No. 1 Recruiter, among more than a half million Tupperware managers worldwide.

Janine Avila: Inspiration Stimulates Action

Janine Avila is filled with a contagious spirit and boundless energy that nurtures and empowers others. That is what makes her a highly respected international speaker, author, trainer and coach. Over the past 25 years, she has become a well-known leader in the Network Marketing industry, both as a distributor and at the corporate level.

Her introduction to Network Marketing came almost out of necessity. A single mother of seven, five natural and two adopted, Janine searched for a way to create financial security — without missing out on her children's lives.

As a result, she developed simple and effective systems for team building and time management, which she credits for her meteoric rise to the top recruiter spot among more than 500,000 Tupperware managers around the world.

After building an empire with Tupperware, the networking trailblazer went on to build successful organizations with several other companies. Janine's ability to develop and motivate distributors makes her highly sought after throughout the industry. She has held positions as Senior Vice President of Sales and Marketing and Vice President of Training for two prominent MLM companies. Janine's passion for training others to create controlled, predictable incomes has never wavered. The philosophy on which she built her success is: "Build the people and the people will build the business."

Janine's ability to train and motivate distributors at a remarkable level made her highly sought after by companies seeking to train and develop leaders in the field.

Traveling the world, Janine shares the

stage with legends such as Les Brown, Jim Rohn, Richard Brooke, Brian Tracy, the late John Kalench, Dan McCormick, Jerry Clark, Sandy Elsberg and other personal development and Network Marketing experts.

In her private life Janine has overcome seemingly impossible obstacles, such as a stroke that robbed her of her ability to speak. She worked tirelessly to teach herself to speak by listening to her own voice on countless training programs she had previously recorded. Having regained her speech — and with a renewed level of enthusiasm — she delivered a memorable speech at the Direct Selling Association leadership event in 2007.

"It's not what happens in your life — it's how you respond to it. You're always going to have problems. It's like Rocky Balboa; when you get knocked down you have to climb back up the ropes and keep on fighting." It's a strong message for Network Marketers, says Janine, who continues to actively build her business and show others what's possible.

Janine lives in Manteca, California. Her children are grown and she enjoys her freedom and her grandchildren.

Visit JanineAvila.com

About the Author

RICHARD BLISS BROOKE grew up on a ranch in central California. At 22, he was fired from his job pumping gas, and went to work for Foster Farms. It was a union job at the largest poultry processing plant in the world that paid \$3.05 an hour. He cut chickens into parts as they flew past on the production line, and fully expected to spend the next forty years building seniority (POWER), vacation time (FUN), and clicking off the years to retirement (FREEDOM).



Visit www.RichardBrooke.com to learn more about Richard's workshops, seminars and training resources.

Then a friend introduced him to the freedom Network Marketing offers. With the support of friends, mentors and coaches Richard learned

to believe he was capable and deserving of success, and relentlessly pursued his newfound career. He made his first million before age 30, advancing to the top position in a \$60 million MLM organization made up of more than 200,000 salespeople. At 31, he became the Executive Vice President of that company and has been an industry leader ever since.

Through Richard's coaching, writings and seminars thousands of people have discovered new distinctions in listening, leadership, courage and big-time fun. In addition to *Mailbox Money*, Richard also authored *Mach II With Your Hair On Fire* and co-authored *The New Entrepreneurs: Business Visionaries for the 21st Century*.

Richard and Christine play full out from their homes in the resort town of Coeur d'Alene, Idaho and the Yosemite foothills of California.



A licensed helicopter and fixed-wing pilot, Richard often flies from home to his Coeur d'Alene office.



RICHARDBROOKE.COM

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

At RichardBrooke.com you will find:

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

MACH II WITH YOUR HAIR ON FIRE

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

Mark Hansen

Co-creator, #1 *New York Times* bestselling series *Chicken Soup for the Soul*® and Co-author, *The One Minute Millionaire*

"If you are committed to extraordinary success, this book is a must-have for your personal library! The information on vision and self motivation is some of the best you will find anywhere."

Bob Proctor

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

"The example of Richard Brooke's dynamic, visionary leadership is what first awakened my serious interest in the field of Network Marketing. As this book makes clear, he continues to inspire people — even outside his great company."

Scott DeGarmo

Author of *Heart to Heart* and former Editor-in-Chief of *SUCCESS* magazine

"This fast-moving, entertaining book is full of fast, funny, helpful ideas on success and achievement."

Brian Tracy

Author, *Goals!*

This dynamic work will teach you how to:

- Shed self-imposed limitations to achieve greatness.
- Discover your authentic core values and life purpose.
- Set aside self-doubt and skepticism to develop a vision of the life you can have.
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