

“Network Marketing Is...”

American Thought Leaders on the Network Marketing Profession

Last fall, as Wall Street blew up and the economy melted down, a number of large network marketing corporations posted some of the largest sales figures in their history. Even as millions of people saw their savings evaporate and stock portfolios disintegrate, network marketers worldwide were quietly taking stock of their businesses and asking, “Are we okay?”

In the main, the answer appears to be a cautious yes: network marketing historically has been to some extent countercyclical, faring relatively well at times when the economy at large does poorly. Still, to find adequate comparisons to the economic panic of today one has to look back to the 1930s—a time when network marketing had not yet been invented. So how are we doing?

For this issue, we assembled a panel of American thought leaders to give us their thoughts on the state of the profession. The consensus: our current economic woes may well bring about a historic upsurge in the popularity of the network marketing model. — J.D.M.



John Assaraf

Many people have the wrong idea of what network marketing is; the truth is that the business has evolved significantly in the last twenty years. There are those who will shy away from network marketing because of its past, and then there are those smart ones who will make their fortunes because they can forget the past and see the future.

In network marketing, the power of your connections and determination allows you to build a highly successful business without the traditional costs of going into business on your own. The products, systems and ability to generate a great income and lifestyle make a powerful combination for those who want their share of the American dream.

John Assaraf is coauthor of the New York Times bestseller The Answer



Bob Burg

What I admire most about the noble profession of network marketing is that one succeeds only by helping others, by adding value to their lives—and for that matter, adding value to the lives of many. I also love the fact that anyone with a big enough desire to better their lot can succeed in the business if they are willing to work hard, and be consistent and persistent.

The network marketing model in conjunction with a high-quality product or service presents an unparalleled opportunity for people to thrive. In this economy? Perhaps *especially* in this economy.

Bob Burg is coauthor of the Wall Street Journal bestseller The Go-Giver



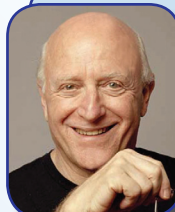
Dr. Allan Somersall

My respect for the network marketing business model was earned by the people I've seen being transformed before my very eyes.

Network marketing has the proven intrinsic capacity to allow "ordinary" people to become extraordinary performers. The profession is a school of intense personal growth. There are few prerequisites for entrance, but there are unlimited possibilities for super-achievement. The challenge to succeed is synonymous with the challenge to grow!

Over the years I have had the privilege and honor to observe first-hand the value and power of networking—through commitment, leadership and example. Thousands of successful entrepreneurs have grown personally by leaps and bounds, and therefore stand today as living testimonies to this truth: people who love people are the most successful people in this business—and in the world.

Allan Somersall, Ph.D., M.D., is a wellness expert, bestselling author, and popular speaker



Michael Gerber

Network marketing [provides a] purely democratic, highly entrepreneurial, deeply authentic and simple model for successful living. In network marketing, your success or your failure is completely up to you. . . . [In network marketing,] you're not in the business of simply selling products or a business opportunity, you're in the transformation business.

Michael Gerber is author of the New York Times bestseller The E-Myth



DC Cordova

Network marketing is the most innovative system for the twenty-first century of connectivity, networks and relationships. Obviously the marketplace is ready for it. Done correctly, it's a win-win for all concerned.

DC Cordova is CEO of Excelerated Business Schools



Stephen M. R. Covey

To me, the most interesting dimension of network marketing is the focus on building relationships of trust. All parties must be able to trust one another, or nothing moves forward.

Accountability, transparency and other high-trust behaviors clearly flow out of your character and competence, which in turn help to improve, solidify and create better relationships. Those relationships are powerful fruits that enable you to enjoy greater collaboration, a better reputation and shared accomplishment.

When done well, network marketing is the speed of trust in action.

Stephen M.R. Covey is author of the New York Times bestseller The Speed of Trust



Dr. Ivan Misner

Though we cannot control the economy, we *can* control our response to the economy. Networking can keep your business alive and well during an economic downturn; you should never let a bad economy be your excuse for failure.

During the last recession, I watched thousands of businesspeople grow and prosper, because they made a conscious decision to refuse to participate in a recession. They succeeded by developing their networking skills and learning how to build their businesses through word of mouth—an important key to success and the most cost-effective form of advertising there is.

While others are looking at problems, those of us looking for opportunities will not only get through a bad economy but will prosper.

Dr. Ivan Misner is author of the New York Times bestseller Truth or Delusion? and founder of BNI



Sen. Orrin Hatch

During these difficult economic times, there is no doubt that the entrepreneurial spirit of network marketing companies and its sellers helps keep the American dream alive. It is this same spirit that will lift our country out of our current economic crisis. The hard work, tenacity and boundless energy of our country's direct sellers never cease to amaze me. We need you now more than ever.

Orrin Hatch is a six-term (and current) Republican Senator from Utah and former Chairman of the Senate Labor and Human Resources Committee



Vic Conant

As good as the products are in network marketing, they are really secondary to the personal development. Go to any network marketing convention: what are they talking about? They talk about the freedom they're enjoying, the fabulous growth they're experiencing, how wonderful their relationships are, how much they're learning about life and about themselves.

It's not the supplement or the skin cream that did that. Sure, in many cases, you do have life-changing products. But what's really changed is their entire life. (Oct 02)

Vic Conant is President and CEO of Nightingale-Conant Corp.



Nido Qubein

Network marketing rewards human potential, individual effort, collective support and positive action. It is a magnificent form of living free enterprise, of experiencing success and significance, and of enjoying the fruits of victory. It is also a way of growing as you prosper, a way of learning as you serve, and a way of sustaining recurring income as you live.

Nido Qubein is president of High Point University and chairman of the Great Harvest Bread Co.



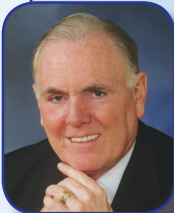
Robert Kiyosaki

Network marketing teaches basic, critical life skills. It teaches people how to overcome their fears, how to communicate, and how to handle rejection and maintain persistence. This kind of education is absolutely priceless.

Here's what I tell people: "Even if you don't like it, stay with it for five years and you'll be better equipped to survive in the real world of business. And you'll be a better person."

The people who are successful in network marketing have a spiritual cause. They genuinely want to help better others' lives. (Mar 05)

Robert Kiyosaki is author of the #1 New York Times bestseller Rich Dad Poor Dad



Ray Flynn

Network marketing has done what politics has failed spectacularly to do—bring people with common goals together globally. The world changes when people change it. Not governments or corporations but your average man, woman or child. Network marketing gives individuals the power to have more control over their lives. People from any background, young or old, even with little or no formal education, can succeed. It is truly the business of the people and an honorable profession.

Ray Flynn is a former U.S. Ambassador to the Vatican, Mayor of Boston, and media commentator



Shawn Achor

My research continually validates that while success does not increase happiness, happiness significantly increases our success rates. And any industry focused upon deepening the breadth, depth, and meaningfulness of our relationship is advancing both a happier and thus a more successful work life. We work so hard to avoid the negatives, when we really need to be advancing the positive first by deepening our social connection. And the best part is that the happiness advantage is contagious, improving the lives of those around us. (Jul 13)

Shawn Achor is NY Times bestselling author of The Happiness Advantage and Before Happiness.



Mark Victor Hansen

Network marketing is the most giving form of business model in existence. Somebody who owns the right to give away work, which is what network marketing does, owns the gift of gifts.

There ought to be a mission in their commission, because networkers are paid in direct proportion for what they give. So, they offer it to somebody, and whether that particular person accepts it or not, *somebody* will accept it.

Giving the gift of freedom, the gift of employment and the gift of a future opportunity is the greatest gift ever. Opportunity is the greatest charity.

[...]

I believe network marketing is the key to solving the economic problems of our time. Not, “it *may* be the key”—it *is* the key. Everybody should be in a network marketing company. Because even if they’re inactive and just use the product, when they lose their job or have a problem with their employer, they can immediately go to this business, turn on the spigot, and a month later be making money—and sometimes faster than that, because some companies pay weekly. The point is that everybody can do it, and you can do it as young as 18 and up to any age. (Nov/Dec 09)

Mark Victor Hansen is co-creator of the Chicken Soup for the Soul publishing phenomenon and author of dozens of other popular books



T. Harv Eker

The unusual and wonderful thing about network marketing is that everyone around you is working to help you grow, instead of trying to keep you down! In what other business do you have people making \$50,000 and more a month—and they’re willing to tell you exactly how they did it? (May 05)

T. Harv Eker is author of the #1 New York Times bestseller Secrets of the Millionaire Mind



Dr. Josephine Gross

Today our awareness is evolving, as is our economy. While standard economic theory states that people are interested only in their own material gain, new insights from behavioral economics show that our primary motivator is not greed but *compassion*.

Science is confirming what world religions have pointed to for thousands of years: that everything around us is part of a living universe, and we are only stewards of whatever we think we “own.”

As the old economy of fear and greed is crumbling, a new economy of partnership is being born.

I feel blessed to serve a profession whose leaders are frontrunners in this global shift. Network marketing offers a unique context, vehicle and structure for doing business based on the awareness of our unity, through servant leadership, cooperation, community involvement and charitable giving. (Nov/Dec 09)

Dr. Josephine Gross. is cofounder and editor in chief of Networking Times



Frank Maguire

I believe America’s economic future, the health of its commerce and service, is rooted in effective network marketing. People are sick and tired of the deprivation of human dignity they experience at the hands of so many of today’s corporations, which in the past ten years have scooped up all the quid for the guys on top, leaving behind some very talented people without a future.

Network marketing is turning off the spotlight of working for a corporation, and turning on the floodlight of the greatness that we all have within us. I love what you’re doing in network marketing, because you’re creating an opportunity to affect the self-esteem of many, many people. You’re giving people hope and providing a launching pad for them to discover their own greatness.

I think network marketing is potentially the greatest economic opportunity that has ever existed. (Sep 06)

Frank Maguire is former senior executive for FedEx, KFC, ABC and American Airlines



Denis Waitley, Ph.D.

Network marketing is a tremendous way to cross boundaries and eliminate prejudice. This business offers an opportunity to transcend cultures, geography and even belief systems. It gives you the opportunity to deal with your global neighbors around the common idea of being more self-determined. It gives you the opportunity to eliminate or at least sidestep hierarchies—politics, ethnicity, culture, any barriers—and do business with one another, directly and globally. It doesn't really matter whether you speak the language or whether you eat differently or pray differently. (Jan 04)

Denis Waitley is author of the New York Times bestseller Seeds of Greatness



David Bach

The simplicity of network marketing is that you find something you deeply believe in, then use it yourself and tell other people about it.

I believe God put each one of us here to do something special. Most of us aren't doing whatever it is we were put here to do, because we're living paycheck to paycheck. Network marketing is a chance for you to make a little extra money, and with that, to buy your freedom. Do that, and you'll spend the rest of your life doing what you were put here to do. (Mar 05)

David Bach is author of six consecutive New York Times bestsellers, including The Automatic Millionaire



Bob Proctor

The beautiful thing about network marketing is that it is the most moral form of compensation there is. And it follows the very best income-earning strategy: you're leveraging yourself and you're providing great service. You're waking people up. You're showing people how to spend their days doing what they love to do, while at the same time earning an excellent income.

Properly executed, network marketing gives people time and money freedom. It gives them liberty, which is their birthright. (Mar 07)

Bob Proctor is author of You Were Born Rich



Dr. Bakary Kante

Africa is often seen as a hopeless continent. People are so poor that all you can do is give them charity. But slowly, through this business, we are bringing hope and light in the darkness. Today I can tell you with confidence that, as an African leader, I see network marketing as the future of my continent. People are starting to understand that the business is all about learning by doing, which is the best school in life. The results have been life-changing for so many that I strongly believe African authorities have to embrace network marketing for their people. (Sep 13)

Dr. Bakary Kante is U.N. Environmental Program Director and founder of the Africa Sustainability Center



Jim Turner

The significant thing that people often miss about network marketing is that it's in the vanguard of a major consumer movement, in which consumers and producers are merging and becoming the same thing.

In a way, multilevel marketing companies are the first generation of what Alvin Toffler calls *prosumers* [producer-consumers], because the marketing network is also the customer network. Every individual produces and consumes; it's like breathing—exhale, inhale. The more balanced you can be in production and consumption, the better your life is. And the more people who are balanced that way, the better the society is.

There are now some fifteen million people in network marketing [in the U.S.], and this is making a huge difference in the maturation of what it means to be a consumer, because you are by definition playing a more involved role in the production / consumption cycle.

If you made this the leading story of what multilevel marketers are doing, it would really help fuel the further growth of the community. And in doing so, you could easily become a significant part of the majority of households in America. (Nov 06)

Jim Turner, Esq. is cofounder of Swankin & Turner and Chairman of the Board of Citizens for Health



Brad Sugars

The reason I think network marketing is the best business for so many people is that you don't have to learn *everything* about business to start. You don't have to learn production, shipping and so many other aspects of business. You've got to learn sales, marketing and team-building. If you can get those three things down, you'll be all right.

Your first year in network marketing is your apprenticeship. If you don't make any money in your first year, who cares? You've spent a year learning the trade. (Jul 07)

Brad Sugars is author of Billionaire in Training



Stephen R. Covey

Network marketing, is an inspiring business model amidst a stream of corruption and scandal that has been so rife in corporate America. As you help lift others to higher levels, the profession rewards you.

In addition to financial benefits, network marketing offers a crash course in human relationships, so needed in our faceless digital world. Most importantly, network marketing is a proven vehicle that can allow you to Put First Things First® and create a life of balance.

Stephen R. Covey is author of The 7 Habits of Highly Effective People



Barbara Marx Hubbard

I like network marketing because, at least to some degree, it transcends the current competitive system. It's about *synergistic* leadership, that is, leadership that facilitates and empowers rather than dominates and controls.

I don't think we're going to have peace if we don't piece together the emergent potentials of our system. The pieces need to be networked—and that brings us back around to network marketing. I think it is prefiguring global intelligence. (May 08)

Barbara Marx Hubbard is author of Conscious Evolution



Gregg Braden

Every species in nature benefits from cooperation. When they behave cooperatively, they consistently produce more offspring, live longer and live more successfully. And [researchers have] found the same thing within indigenous human populations throughout the world: longevity and quality of life increases when they cooperate in the gathering and sharing of food, water and other resources.

The same principles apply in business: the more we can cooperate, the better we'll do. That's what network marketing is all about. (Jul 08)

Gregg Braden is author of the New York Times best-seller The Isaiah Effect



Dr. Leonard Laskow

Network marketing is really about love. What makes network marketing more successful and in many ways more efficient than many other forms of marketing, is that it's based on one-to-one relationships.

Most successful network marketers sooner or later recognize the role of connectedness or relatedness—which is to say, love—in network marketing. The top people in networking are very much in touch with their hearts.

The heart's intelligence is the recognition of the oneness and the unity of all. If a business is going to be successful, it's ultimately going to have to come down to a recognition of unity. (Nov 08)

Dr. Leonard Laskow is author of Healing with Love



Paul Zane Pilzer

More than any other business, network marketing starts with the core: not with the product or the service, but with helping other people by teaching them how to succeed, regardless of their education or what business or field they've been in.

What's so exciting about network marketing is that you can offer this opportunity to anyone, and people can maximize the value of their life experiences instead of having those life experiences limit their opportunity. (Aug 03)

Paul Zane Pilzer is author of the New York Times bestseller God Wants You to Be Rich