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David Hervey

In the last 54 months, the Amway and NSA grad' has had over 80,000 new people join his Team National organization. When asked if he's proud of himself, David said simply, "Somewhat". When he was 56, he walked away from a six-figure purely passive income to join his new company. He's been with them now for eight and a-half years.

plus AUDIO

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Everybody* can *do it, whether they will or not I don't know but everybody* can *do it! If they'll just hang in and learn enough and do enough, get their head straight and their attitude straight, they can do it.

David, what got you involved with network marketing to begin with?
I was a bank officer when I got out of college and I quit the day after they made me an officer, because I just couldn't take the inside work.

I've always been ambitious, even as a kid. In the small town I grew up in I built lemonade stands and even built a shoe shine stand and that type thing. In college I helped work my way through booking blues bands—Muddy Waters, Little Milt, people like that. To me the bank offered nothing entrepreneurial, so I got out of that and into sales. Textbook sales and educational film sales, and I liked that because I didn't work in the summer and I was off Thanksgiving week and Christmas week and I could always do something else to make money on the side. In fact, at

one time I was a sales rep for two different companies unbeknownst to them. In fact, I had two company cars and would use one when one boss came to town and the other when the other boss came to town and I was top producer in both companies.

So, I never minded work but I was always looking for a vehicle that would allow me to really earn some serious money. When I heard about network marketing with Amway in the late 70's I joined and was terrible at it, but I learned.

Why were you terrible?
I don't know. In the beginning it could have been belief... maybe in the company or maybe in me.

Yet you were a superb salesman, that's clear.
Yes, and eventually I figured the darn thing out. I thought, 'Well, there's got to be a secret to doing well with this', and I figured out that secret was reading good books and attending functions and listening to the tapes.

> ***Then it all clicked and I ended up full time with it, even speaking around the country. It was just the hardest work I ever had to do for the money, but I learned a lot.***

David, what was it that helped you turning that corner from being bad at it to being good at it?
I would have to say as a result of the books and tapes I became a better me. More self confidence in what I was doing, since it was totally different *dealing* with people rather than just *calling* on people.

Can you tell me about that difference?
When I was selling something, I was just calling on people to give them a presentation to get them to either order or not. I learned to help develop people in the Amway business due to the tapes, books and functions. I think all of that just came together and each step made me a better person for the industry as far as helping other people.

So you would hold with the axiom that your business will only grow as big and fast as you do?
Probably so, yes.

You said doing Amway was the hardest work you've ever done. What made it so hard, David?
I think due to the nature of that business you end up a marriage counselor, a veterinarian, you had people picking up products, you had to show the program every night, it was just a seven day a week, 18 hour a day deal— or I made it that way, anyway.

One morning I woke up and I said, "I can't do this anymore". I talked to my wife and of course we were both so heavily involved with it she went into shock.

> ***I said, "No, I feel like I'm telling a lie every time I show someone this program. If people knew how hard it really was they'd never do it." So I quit.***

About that same time some people convinced me that I was such a sharp guy I ought to be in the oil and gas business with them. So, we opened an office in Memphis some 200 miles from here. We were going to sell limited partnerships and it ended up taking two years to get approved by the state of Tennessee. By then I was sleeping on the floor in my office and my wife and family were 200 miles away, all the money was gone, I'd had no paycheck in two years and the five partners scattered leaving me with the attorney bills, office rent, everything.

I was selling everything I could find to sell trying to stay afloat—t with a daughter in college and a son in private school. This was in 1985 to 1987. Then in '87 I had a good friend approach me and talk about NSA and I said, "Why not? I don't have anywhere else to go!" I ended up with that company for 11 years and was one of 62 distributorships in the world to reach the top level in that company. I figure my Amway training helped me a lot there.

You can look at the top of many network marketing companies and you always find people who got their training learning to build an organization in Amway. What do you think it was that Amway gave you?
It was really not Amway, itself; it was the organizations that really pushed self-help. I was not in the Yager organization that was deeply, deeply into that, I was downline from Charlie Marsh, who was upline to those guys and he was a First Crown. But, I don't know, it was just that *everybody* was listening to tapes and books and attending functions and I liked that part. It made the tools available that if a person would take advantage of them I think they would turn out a better person.

What about the social component?
It was *all* social. It was like you lived in a different world. There was *the* world and there was the Amway world. We did a lot of socializing, met a lot of good people.

So, you had your own, what we call a "dog food" moment…
I did. I can remember I took my last $80 and went to the bookstore at the mall and bought self-help books and I said,

> ***"I can't go any lower. I've got to dig out of this and the only way I know to dig out is to go back to the one thing I did that worked."***

So you immersed yourself in self-help books. Is there a book or two that stands out for you as the most important of all?
Well, there's *Think and Grow Rich*, of course, and *How I Raised Myself from Failure to Success* by Frank Bettger.

So you raised yourself up from failure. What did you do next, David?
That's when I got in with NSA, the water filter and air filter company. That was one of the best things, at that time, which had ever happened to me. It was a growing company, a good compensation plan, a lot of good people and it was only 200 miles from me, located in Memphis, so we could take people up to the company all the time.

With all of that, after 11 years I had a six-figure income, passive income, doing *nothing*, and I really got just kind of bored. I was really not looking for anything, but I had some people that were in NSA that I had done some training for— they were not in my group out of Missouri— and they joined Team National and talked to me about it. They said they'd only been in it a week and I couldn't understand a thing they were telling me. None of it made any sense, so I finally flew out to the Home Office and met the founder of the company and spent a couple of days asking questions.

I saw some things that were different. The problem was that if I left NSA, NSA was going to stop my paycheck, which they did two weeks after they found out I was in Team National.

> ***I look back now and say, 'Were you completely crazy to give up a passive income of six figures to start something brand new?!?' But the third month I tripled what I had been earning.***

That's extraordinary! Tell me how you approached it. I mean, you walked away from NSA…
Well what I did— after I started seeing some differences and things I liked... of course the first determination I had to make was would this company last. They had been around, but when I joined they didn't have a colored piece of paper in the whole company, no video tapes, and we had one audio tape, but it was nothing, really there was not much of a company but the concept was fantastic.

We only had three ways to save… we could buy new cars below dealer cost, we had a fair long-distance program and we had 10 percent off on Jiffy Lube. And we didn't even *have* a Jiffy Lube in Mississippi, but I saw the potential of where we could go. So, when I saw the concept I thought it wise to join now, because it was going to be fantastic in a few years. It's turned out to be better that I imagined.

There is one thing I did do. They had various training going on throughout the country, so I went through 48 hours of training and seminars before I ever made up my mind that I was going to do this. Before I signed up and before I told anybody I was going to do it. The first ones I ever told about it were Robert and Donna Fason. Robert was a bankrupt dairy farmer who had gone through a forced auction and he was the first guy that I brought into this business and he's also the number one earner with our business today.

I'm fascinated by how you started.
Oh, what did I do? Well you have to understand this, too, no video tape to show, no conference calls, not a colored piece of paper or brochure in the whole company. We had one audio tape and I look back now and really wonder how I started too!

But I made my list of people and a lot of them knew my past successes and a lot of them knew I was an honest guy who had integrity. I remember one guy saying that all he had to hear was that David Hervey was involved.

> ***I guess that's a result of treating people right all my life. We just started really selling a dream. That's really what it amounted to.***

And how did you go about that? I mean specifically, how did you go about selling the dream?
Well, here's the thing. In my opinion, nobody who had any experience in network marketing had seen a compensation plan like this so we *knew* that part would work. I also knew that as the company attracted more and more associates we would start attracting more companies to give us discounts or deals on their products and services, which has happened of course. We have companies now coming to us rather than us going to them.

So we just said, "Here's where we are now. We don't have a compensation plan anywhere in the industry like this, in my opinion, let's make the darn thing work and we'll hit the top." At that time, of course,

primarily the big deal was automobiles and we started out trying to sell the *savings*. We'd do car quotes all week long to people that were going to buy a car. We'd save them $3000-6000 but they'd still go to the dealer instead.

It finally hit me one day, "Hey, let's quit looking for people that want to *save* money; let's start looking for some people that want to *earn* money." And that's when it took off. The benefits will take care of themselves.

As your organization started to grow what challenges have you seen?
Well, we've got an unusual company, in my opinion. From day one, everybody, regardless of which organization they're in, has all worked together. I certainly didn't see that in Amway where one faction wouldn't work with another, didn't invite them to anything, and the same with NSA.

> ***Everything is open here. I don't care who's group, what overview, what training, three-way calls, everybody,* everybody *helps each other. That's been the most amazing thing I've ever seen.***

What is it about that that works so well? Especially in comparison to the fact that you were in those other companies where that never happened.
It's just a breath of fresh air. And it's amazing to everybody who's there if they've been in another company.

What are the successful trainings that you do now?
We have what is called a Business System, which includes several hundred dollars worth of tools. The company paid for it, but they found people in the field who are giving various parts of this training. So it's done by people who have actually done it themselves, not some corporate person. It's got DVD's, CD's, audio, a comprehensive manual, providing everything a person would need if they had no help whatsoever, because they were stuck somewhere like up in Montana, they could still

do this business. We just updated it, so the new version will be coming out in October in Orlando.

We also have various Super Saturdays around the country, trainings and regional events. Then we have numerous conference calls that people can plug into, I'll be hosting one this Sunday night and it'll be packed with thousands of people. It's just an overview about the company and some testimonials about savings, and some testimonials from various people about lifestyle changes.

On Wednesday morning we have leadership training that every person can plug into since it's recorded and available on the Internet or by phone. And on Monday mornings Dick Loehr has his call updating people and answering questions. Dick Loehr bought the company in 1999. Dick has been president and CEO, but his daughter, Angela Loehr Chrysler has just been promoted to president now.

Dick Loehr is probably one of the most 'street smart' individuals I've ever met. Dick made a lot of money in the automobile industry and has a great business background. He knew nothing about network marketing, but he was smart enough to appoint 10 couples to the Executive Committee Presidents Advisory Council, and he did that right as he bought the company, so he learned the networking side from us. We all brainstormed and he listened and implemented those ideas we suggested. We've become something like the liaison between corporate and the field.

David, tell me the values you have that are the keys to your success you've shared throughout your organization.
On the company side, anyone who attends a major function and hears Dick Loehr speak or meets him, knows that the guy has integrity, he won't lie to you and is always thinking of how to make things better.

> ***As far as an organization we've always taught do everything you do with integrity, do everything the right way and don't deviate from that.***

Tell me the elements of the right way.
The right way is you treat others the way you would want to be treated. The right way is always be there to help if and when they need it. And do your best to train others as effectively as you know how.

Tell me, on the personal side, please… what are the things that you appreciate most about network marketing?
It would have to be the freedom. For the last 30 years I feel like I've been on a 30 year vacation, being able to do what I want to do, when I want to do it, with whom I want to do it and have the money to do it. I wouldn't trade what I do for any job or profession in the world today.

And it's all because of the freedom?
Yes, the freedom *and* the money.

> ***Most of the people I know with money don't seem to have the freedom and most with the freedom don't have the money, it just doesn't seem to go together except in this business.***

Somebody was looking at the business the other day and they asked me, "Well what do you do on a daily basis?" and I said, "What I do now on a daily basis or what I did when I started?" and he said, "Now". I said, "Well I get up in the morning about 10:00, put on my bathing suit, walk outside to get the paper, on my way through the sunroom I turn on the stereo/CD player and I've got big speakers out around the pool and I listen to rock 'n roll music all day long!"

That's wonderful! You've been around this industry a long time. You must have seen a lot of changes.
You know, when I started we didn't even have cassette players, any tape we had was on reel to reel. Then we saw cassette tapes come in, then CD's and of course, the Internet. That's totally an untapped potential right

there. People my age still look at it with awe. The younger people are just all over it, that's the reason your magazine is going to do so well.

So tell me, from your perception, what role do you see the Internet playing, David?
Well, for instance the training over the Internet. That's something I would never have even thought about years ago; that and the instant communication. We don't even have to send out newsletters through mail anymore.

So it compresses the time frame? Anything else?
Exactly! Well I would have to say instant knowledge. You can find out most anything you want to find out plus, let's face it, in this industry there are bogus companies that start all the time and many times you can find out how bogus they are by searching the Internet before somebody even talks to you about it.

When you speak to people about network marketing, what is it that you focus on?
I have to say the freedom.

> ***I don't care who they are, everybody is ambitious today, most everybody wants more free time to spend doing whatever they love doing, whether that's time with family, vacations or whatever.***

Of course income is the other. What I try to convey to people is that if they will do what they're supposed to do, get trained and do what we teach them to do, it's a possibility that they could have quite a bit of both of them.

Any final thoughts you'd like to convey here?
I firmly believe a good network marketing company, a *good* one, one that is here for the long haul and has its distributors and associates at heart, if

a person is fortunate enough to find one and fortunate enough to do what it takes to build a business, there is nothing, *nothing* that will compare with that experience!

So you're pleased to be involved, 'dog food moments' and all?
Oh yeah, yeah! I don't know why the 'dog food moment' hit me and I don't ever want it to hit me again, but it was for the best when it was all over. And I'll never let that happen again. I think it was John Mecom who owned the New Orleans Saints, who said one time,

> ***"All failure does is give you a chance to regroup." And that's exactly what it did for me!***

It also gave you the courage to walk away from a six-figure income.
Yep, it sure did! I didn't even *think* about that though! I hardly *thought* about that. Maybe it was confidence that I knew if this company was okay the way I thought, then I could do it.

But you still took a chance on this company that really had very little, it just had a great *vision* of what it could be, yes?
Ah, yes! That's exactly right. I could have been wrong, too. Thank goodness I wasn't because at my age, gosh— I'm 65 so eight and a half years ago I was 56— I mean who's going to be an idiot to do that at 56? Of course, I've tried so many things in my life, even when I had jobs I was always selling something on the side. I remember one time I was selling something and a gentleman said, "Tell me, what are you *best* at?" and I said, "Starting over".

Well I'm glad you started over in network marketing, sir.
Thank you! It's the only way to go! And the heck of it is, John, everybody *can* do it, whether they will or not I don't know but everybody *can* do it! Sometimes people come with baggage they can't shake and the only way to get it 'shook' is through books and positive stuff. If they'll just hang in and learn enough and do enough, get their head straight and their attitude straight, they can do it.

David Hervey, 65 years young, has gone from success to greater success with his wife Kaffie, from their home in Jackson, Mississippi.

AUDIO

CLASSIC | DUPLICATING | PROSPECTING | TRAINING | SKILLS

Prospecting

Southern humor and wisdom is a great fun-learning combination, and David is a master of both. On this program, you'll learn the classic warm market approach, the power of complementing, FORM, how to deliver the message and talk about the money, that people come and go and not to worry about them quitting— they will, and much more....

by **David Hervey**

approximately 25 minutes downloadable MP3

David's from the old school and he teaches the lessons that have been working for decades and will continue to work forever, because they're all about people. He's never run an ad. He's all warm market and heating up the cold market. "Ask people what they do, and they'll ask you", David says. And the answer? One of his favorites: "I help people make money".

Like a medical doctor, David Hervey says we're in business to *practice* network marketing. His 11th Commandment is: Thou shalt not jerk me around. And he admonishes us: "Don't try to GET them in. Show them what we HAVE". Great stuff from a real, down-home leader of leaders.

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