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Jimmy "the butcher" Smith

From butcher to network marketing billionaire? Maybe it's not too far a stretch for Jimmy Smith, Isagenix' number one money earner. I'd be willing to bet on the former butcher who said, "I can do this!"

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At age 78 you're a font of wisdom, Jimmy. Maybe we could start by having you share a bit of your background?

Well, I was born the son of a butcher. My father was a butcher and his father was a butcher. As a young fellow I loved sports. Then I found girls and I liked girls a lot. My mother wanted me to go to college, get an education and be successful. My father wanted me to become a butcher. So, I had to make a decision.

As that young man, my father said to me, "Let me tell you something. You come down to the butcher shop and let me show you how to cut meat, and you'll have a job for the rest of your life. I worked all through

the last depression. I had the butcher shop and I had college-educated men working for me because they couldn't find a job. The last thing people are going to stop doing in this world is eating meat. People are going to eat meat until they die."

In those days you built your meal around the meat. So he said, "I guarantee you, kid, you become a butcher and you'll have a job the rest of your life." And I said, "Okay, I'll become a butcher." I respected my Dad, I loved him, and I looked up to him. That meant I won't have to study too much because I knew what I was going to be, right? So I graduated from high school just to please my mother and right after I graduated I went down to the butcher shop. And I loved it! I enjoyed it like my Dad enjoyed it. He was very passionate about it and I became very passionate in what I did! So I did it for 40 years.

Now… I *did* have a job. I never missed a paycheck for 40 years. But my father didn't tell me how *hard* I was going to work, how *little* I was going to make, and he *didn't* tell me I was going to end up getting arthritis of the spine. So there were the hidden things that I didn't see. But I loved my work, and did it with a passion; I wanted to be the *best* butcher on the block! And that's what I strived to be. I ended up working for a big chain store. I was the meat manager and I was very proud of that. I cut a good stock of meat every week, made money every week and ended up being promoted to meat supervisor. I worked for that same company for almost thirty years, until I was 56. Then, in 1983, I hurt my back for the last time. I used to hurt my back about once a month because I was a little guy doing a big guy's job. In those days I weighed 150 pounds, lifting those carcasses of meat that weighed more than me, sent me to the chiropractor all the time. But in 1983 I hurt my back pretty bad. I laid in the hospital for 14 days and they wanted to operate but I wouldn't let them.

The company gave me a full pension. That was in 1983, when President Reagan was taking blind people off of social security, but I got full disability, because the back injury was that bad. So, here I was at age 56, all I had ever done was cut meat, I don't have an education and they tell me, "Go find a new career. Thank you, you served us well".

Well, without an education there wasn't a whole lot out there. My wife even suggested I get a job as a school crossing guard. I'd raised six kids and I thought, I'm not going to stand out at the corner in the rain and cold

crossing somebody else's kids across the street. There's nothing wrong with that, it's just not something I wanted to do.

You know, I raised six kids, educated them, I sent them to private schools. I was just over broke for forty years cutting meat. I never, *ever* made over $20,000 a year cutting meat. I raised those kids on bare minimum so I know what just over broke is to experience. Now, my kids have told me they thought we were rich, I don't know how they figured that, but we didn't want for anything. We had a nice house, nice furniture, nice clothes, a nice car and of course we ate well, with all good cuts of meat. We had a good life, but there I was at age 56, too young to retire so I started looking around.

Six years later, 1989, at age 62, I stumbled on network marketing. I was fascinated by it!

The first meeting I went to, I wasn't too crazy about the product that they had. I wasn't too crazy about the comp plan they had either and at that time, I didn't even know how any of this worked. But something didn't feel right about it.

Jimmy, did someone invite you to that meeting or how did you happen to find yourself at a meeting?

Oh, yes, a dear friend invited me to an 'opportunity meeting'. I didn't know what that meant so I said, "An opportunity for what?" and he just told me I should come and see this information about an opportunity to get into my own business.

I said, "Oh, really?" And he said, "Yeah, you need to see this. People are making a lot of money. It's network marketing." And I told him I didn't know what the term 'network marketing' meant.

So I went to this meeting, which was for NSA water filters. The guys in the front of the room were really sharp guys, they did a nice presentation, they did the numbers on the board, get five people and they get five people and they get five people and for the first time in my life I saw the geometric progression of numbers.

At that meeting a guy gave me a video called 'The Don Failla Napkin Presentation'. That video changed my life. I watched that video over and over and on that video, Don Failla, who is still out there in the industry, was standing in the front of a room in his Hawaiian shirt, with a white board, showing that geometric progression of numbers. You know— how you get five people in your first level and help them get five people so you now have 25 people on your second level, and they get 5 so you now have 125 on your third level and so on. Those numbers get big so fast and I thought, "Wow, that's awesome! That's powerful!" I never saw that before and when he started talking about a percentage of the people spending $100 a month on product and you receiving a percentage of that, how it could add up real fast, it just made sense and was so powerful!

I watched it over and over until I really got the numbers down. What I did was learn the mathematics of network marketing before I really knew anything about the industry.

So I joined that company, although something didn't feel quite right about it so I never really did anything with it.

Several months later a friend of my in Montreal, Canada calls me and says she's starting a network marketing company. So they flew me up there to see the warehouse and everything and I joined that company. I spent $15,000 on water filters and I was going to be a National Director in the United States because they were just entering into the U.S. So I bought all of the water filters and had a big kick-off event. The President of the company came down, and the Regional vice-president from Canada came down. I had 150 people in the room, had supplied coffee and tea, I didn't know what I was doing but I did it anyway. I didn't even understand the plan but it all looked good to me.

So I had this big kickoff and 15 people joined right away. Three months later the company went bankrupt. My first check, for $3000, bounced! So here I am with $15,000 worth of water filters and I'm still excited about network marketing. My wife asked me how I could possibly still be optimistic when she felt like network marketing had just 'stolen' $15,000 from us. I said, "Look, I know the numbers. I'm going to make ten times that amount. I just have to find the right company and the right product! I get the numbers and I *know* this will work!" Incidentally, my kids and

everyone I knew got water filters for Christmas and many other occasions.

I was new at the game but I absolutely knew it would work. But I learned a little lesson; not to join a startup company until it's proven itself. It was just part of the learning curve for me.

That's an interesting statement, Jimmy. You wouldn't join a new company until it's proven itself. What kinds of things would you look for that would 'prove it'?

That's a really good question. And I've heard people say that over the years, "Don't join a new startup company!" but then, as the years went by and I saw more in the industry, I've seen that when people join a brand new company early on and they make it… they usually make a lot of money!

A few years back I missed an opportunity. I was in a company and making $5000 a week, and I was very happy, but I had a couple of guys in my downline who weren't doing too well. They left and went to a new startup company that happened to make it big. Those guys made almost a million dollars their first year and their second year they made over a million.

They had invited me to go with them. They wanted me in their downline but I said no thanks. I was happy where I was at, making $4-5000 a week. They wanted to put me in their organization and build under me because they figured when I made money they knew what I would do. And I made a mistake. I didn't go with them and I ended up leaving the company I was with anyway. Had I gone with them I probably would have been right up there with them. But that's hindsight and another lesson learned. And I also realize now that I was probably supposed to stay where I was until Isagenix came along. A lot of things happened between my first experience with the water filters and finally, Isagenix. A lot of companies, a lot of people and a lot of things went on.

But it sounds like, after your experience cutting meat, you found network marketing and even before Isagenix, you found success. What do you think has been a key to your success?

Well one thing, in the meat business my father taught me well. He had a sign in the butcher shop that said,

> ***"We cannot afford to have even one dissatisfied customer".***

I took that sign with me when I left to work for the chain store. When I started there wasn't any such thing as self-service, where people choose their meat already cut and wrapped in cellophane. I cut their meat to order as they ordered it. Even when meat went self-service I took that sign with me and hung it up, wherever I was, in the service window and I told my butchers to read that sign before they waited on every customer.

My father said to me, "Kid, I can get all the butchers I want. Not so with the customers. The customer is more important than the butcher. If you don't take care of my customers you're not going to be here."

I learned early on about the sovereignty of the customer, the customer is always right, so I brought that into network marketing.

I believe my downline is the most important thing in my business. Taking care of and treating my downline right is vital. Treating them like they are a precious pearl, which they are!

The bible says, "Do unto others as you would have them do unto you" and my creed in network marketing is

> ***"Do unto your downline as you would have your upline do unto you" and "Ask not what your upline can do for you but ask rather what you can do for your downline"***

That's my creed. I live by that and that's why I believe I'm successful.

So that would be your main key. What would you say are some other things that you have developed that have put you on your path that led to the success you've had and what would you suggest to others?

Everybody looks at things through a different pair of eyes, right? We all have our own perception of what's good and what's bad. There is no such thing as bad or good; it's all in the way you perceive things. And in network marketing what I perceive, from day one when I first saw the genealogy tree, where you build under you, I said to myself, "Network marketing is democracy in its finest form. Network marketing is people empowering people, people helping people and one of the things I realized, and it's very important to realize in this industry, if my people don't make money, I don't make money.

Now, because of that, in my company, Isagenix, of the top 25 in the company, five are in my direct upline and 13 are in my direct downline. That's probably the thing I am most proud of. And among those leaders, two of top earners in the company are my daughters. Kathy, who is number four in the company and Grace, who is around number eight. I feel very, very proud of that. And I'm very proud of all the others that are in the top 25 earners that are there directly or indirectly, because of me.

This is how I always believed it could be, this is how I want it to be. Some day, out of the top 100 earners I want 75 of them to be in my downline. That's what I'm working toward. It's not about me, it's about my downline. I'd love it if all network marketers would learn that. It's not about you; it's about your downline.

> ***You are only as good as the people in your organization so it behooves you to share every-thing you have with them.***

All of your information! I would never sell information to my downline, I give it to them. I have a website, www.JimmySmithsvision.com and they can go in there and download all my stuff and it's free. Whatever I have, I'm making it better and better all the time. So people can have it all.

The key to success in network marketing is when you get what's in your head into the heads of all your people. If they understood the mathematics of network marketing as clearly as I do, every single person would be in here, they wouldn't do anything else. I can't imagine doing anything else. In less than four years, I've been able to generate over $5 million in commissions, to the tune of over $70,000 a week! Where else could a retired 78-year-old butcher even dream or think of doing that except in network marketing? It's the greatest kept secret in the free world!

The problem out there is that there is a preconceived opinion and it's the wrong one. Too many people still think it's a bad thing. They may have been justified in that at one time because there were too many comp plans that were so convoluted that it was too hard to understand them, nevertheless explain them.

> ***If you don't understand your comp plan you can't work it effectively. Until you understand something, you don't own it, it's not yours.***

I understood the mathematics of network marketing, clearly, from day one. I knew intuitively, that when I found the right company with the right products and the right compensation plan that I couldn't miss. I could not fail.

I get on conference calls for my distributors who want me to explain how I'm building the business… and what I've done in this company. It's the numbers and teaching them to people. I'm currently number one in the company and my last re-entry is number 47 in the top 100 and it will climb each month. Sometimes it boggles my mind, too. But I think it's the law of reciprocity;

> ***It seems the more I give the more I get.***

That's what it boils down to. My game plan was to make so much money I can't spend it fast enough, so I keep spending (giving it away) and it keeps coming back greater! It works the same way building a business full of people. The more people you are willing to share with the more your business grows. Today I'm picking up 130 people every day and most of them I don't even know! A long time ago I read that some day your downline, your legs, will have a life of their own and they will run away without you. It happens! Believe it and keep reading the stories!

So who has inspired you, since you began your walk with network marketing, to give you this insight?

Well, when I discovered there were more companies in network marketing than that first water filter one that I had heard about, I started learning that there were *many* different companies and many different *compensation plans* as well as many different products being marketed this way. So I began, what I call, my network marketing education.

I became a research engineer of network marketing. I was joining different companies, getting their videos and trying their products. I felt certain that I would learn enough so that I could choose the best opportunity. So I joined a lot of companies and learned a lot along the way. I learned a lot about compensations plans and I had a lot of good sponsors along the way.

If I found something that didn't fit my values or principles or if my people were unable to follow me, then the search would go on. I just kept going from company to company. In the beginning I didn't know what I was doing but I was picking up things quickly. With every company I joined I learned things. Finally, with one company I was making $5000 a month, and I walked away from that and then in another company I was making $30,000 a month and at the age of 74 I walked away from the that to go with a company where today, my family is making over $300,000 a month, over $100,000 of that on my own. Which I'd say, in less than four years, is mission accomplished! I would say, 'The butchers have arrived!'

And in terms of your arriving, I'd say so, you're 78 years old, you look like you're 60, and you have the energy of a 30 year old. So Jimmy, is there hope in network marketing for the seniors out there?

Oh I'd sure say so! I didn't find network marketing until I was 62! So for five years I didn't make any money at all. I went bankrupt, well, here's how strong my belief was— I was on a pension when I went bankrupt. My pension was paying my mortgage, my car payment and my utility bills. My pension was carrying me. I was doing network marketing as a side job, with credit cards and I was balancing the books pretty well. In other words, I was making enough to pay for my credit cards.

And then, I did things, including buying a Mercedes Benz, and we ended up having to file for bankruptcy and when we were finishing up the bankruptcy I ended up prospecting the attorney. My wife and I got outside and she said, "I can't believe what you just did! You just prospected the attorney who helped us file bankruptcy. He must think you're crazy."

I said, "I don't care what he thinks. I meant what I said. This is just a little bump in the road. One day I'll make more than him and everyone in his office makes combined."

I believed that! I really did. And today I probably do make more… and with less effort. I could see that he was a very successful man but I meant it when I told him I thought he was doing it the hard way and that I could show him an easier, softer way. Now it may have seemed crazy for me to say those things at the time but that's where my belief was and it paid off.

> ***I'm convinced your success in any endeavor depends on your belief level.***

It's all about belief level. And look where it got me! And where did I get that belief level? I got it by reading the stories of those who were successful before me in network marketing. When I got my Upline magazine I used to read it from cover to cover and then I would hang onto it and read the stories I liked, over and over again.

I remember reading about a guy named Richard Brooke, who used to cut up chickens in a chicken factory, and he went into network marketing and

became very successful. That was really inspiring to me. I read all the stories of those people that went before me in network marketing and became successful. Those stories drove me.

A lot of times when I was discouraged and down because my business wasn't growing or I was getting too much rejection, deception, or attrition, my magazine would come and it would bring me back. It really kept me in the game.

That's why, when I have new people sign up, I get them to read the books and articles. *Think and Grow Rich* is a must-read for everybody. If I don't read that ten times a year there is something wrong. I listened to the Earl Nightengale's tape every night for probably two years, to get it into my subconscious mind. It was a long process for me but I didn't quit.

> ***I say to people, there are three things that will kill you in this business, or in life in general,* pride, impatience *and* greed.**

Even just one or two of them will hurt you, but if you have all three, well that spells p.i.g. and that's trouble.

All of these things I learned as a result of reading. Reading all those articles and books, and listening to tapes. All of the things I have inside my head came from reading, reading, reading, including motivational stuff.

When I first decided to get into network marketing and I listened to those guys in the front of the room I thought, "Well, I guess I'm going to be speaking in the front of the room." and that thought terrified me. I was okay with people one on one but the thought of speaking to a group of people was my greatest fear.

So I found out about guys like Zig Ziglar and Brian Tracy. Years ago I had noticed there was going to be a seminar locally, and Zig Ziglar was going to be speaking and Brian Tracy was going to be following him and I thought, "Wow, I know who those guys are, they're motivational speakers" so I went to my first motivational seminar and it was $90.

I had just been put out to pasture, my pension was just starting. I dropped my wife off at work and headed for the hotel where the seminar was being held. I paid the $90, which we couldn't afford, and watched Zig Ziglar walk out onto the stage and the first thing he said was, "I used to be a butcher. I worked my way up to meat manager."

Well, I almost fell off of my chair! I had made my way up to meat supervisor so I had to be as good, if not better, than him. But I listened to him talk for four hours and *he was good!* And it left me thinking, "If that former butcher can do that, this former butcher can do that!"

Then Brian Tracy came on for four hours and he was dynamite! So leaving that seminar that day, I spent $350, put it on credit cards that we couldn't afford, and bought tapes from the back of the room. And I started listening to those tapes. Some of them were audios and some of them were videos. I watched that Brian Tracy video over and over and over again. Those tapes changed my life.

Think about it, for 40 years I went back and forth, to and from work, cutting meat day after day, and never made any serious money. In 1963 I was making $130 a week and had three kids with another on the way! I never made a lot of money. I guess I was a happy guy. I was always happy, but for whatever reason, I was in that box, I thought there was nothing I could do and that I could never get out of that box.

I mean, they told me when to come to work, they told me when to go home, they told me when to take my break, they told me when to take my vacation, they owned me. Now, at 78, I can go wherever I want, stay as long as I want, take a vacation any time I want to anywhere I want and take as many people with me as I want. I can do whatever I want; spend whatever I want… network marketing is a *beautiful* industry.

It sounds like network marketing has a lot to offer seniors. I see many retired people, people who have had successful careers but are now just scraping by on Social Security and it sounds like you don't need that?

No, I don't. It's funny, when I first retired, my Social Security check seemed so huge, it was *so* important to me, and now, my wife just bought

a new Electrolux vacuum cleaner for $2200. My Social Security check, for 40+ years of working, is $1400… not even enough to buy an Electrolux vacuum cleaner today, much less cover my car payment.

> ***Think about it, if only 25% of the seniors did what I did, how different things would be— I pay more tax each month than I used to make in a year. Just imagine, if 25% of the seniors today did what I did, the national debt would go "poof!"***

I really believe that if seniors would take the time to learn and embrace this simple concept, just like I did at age 62, it would impact so many things beyond their own lives.

Today, at 78, I think 62 is young. It's never too late to start. I keep telling my wife that I'm just getting started! It's just a beginning. Life began for me at age 74! I have a beautiful family, six beautiful kids, 28 grandchildren, and two great-grandchildren; I have a lot to want to stick around for.

Add to this the products that Isagenix offers, I think what we have will *dramatically* improve the quality of life for *any* senior. I personally believe *every* senior should be taking our product every day of their life for health and longevity. Then imagine, if they have two, three, sharp kids and those kids decide to learn and embrace this business to support Mom and Dad, so they sign up under Mom and Dad and create more volume. What a beautiful thing to be supporting your parents in this way and how wonderful that they would be building something for themselves at the same time! It's payback time with a huge return.

Now I did it in reverse because I had to prove to my kids that this was viable because my kids didn't believe in network marketing. Three, four years ago when I made $100,000 my accountant told me I should

incorporate for tax purposes. So I formed a company and called it *Jimmy Smith's Vision Inc.* and my kids wanted to know if I was in the eye care business.

> ***I said, "No. Vision means I see something you don't see. But maybe, someday, you'll see what I see!"***

If people only understood what J. Paul Getty said, "If you want to be financially independent you have to do three things: *Be in business for yourself, Have a product that people want* and *Be able to duplicate yourself*."

And that's exactly what we have here, we duplicate!

> ***We duplicate or die. Our business is 10% us and 90% duplication. I can't do this by myself! I have 80,000 people in my organization and without them,* I'm nothing*!***

And out of the 80,000, only a very small percentage of them are doing the business with a passion. The ones that are doing the business with a passion are making a lot of money. The ones that are treating it like a hobby are not making money.

95% of the people involved in network marketing do it part time and treat it like a hobby. 5% are treating it like a business and the 5% that treat it like a business make more than the 95% combined.

You're absolutely right about 95% of the people in the industry being part time. But surely everyone can't afford to quit their jobs when they begin to build a

network marketing business? Just so we're clear, are you making a distinction between full time *effort* and part time *effort* or are you suggesting that the money can only be made with a combination of full *time and effort?*

If everyone understood this business and if I can get people to give me the time to explain this simple concept, they would give it a full time effort. The thing we fight, day in and day out, is ignorance.

> ***If we could get people to understand that all network marketing is, is a whole lot of people doing a little bit, and if everybody came into their company and used the product… and shared the product… they would have true wealth.***

Here's the way I talk to people, I say, "I'm going to ask you a couple of questions. There are two pertinent answers, Yes or No. Are you interested in better heath? Yes or no? Are you interested in greater wealth? Yes or no?"

If they say yes then I ask, "If there was a product you could take that would dramatically improve the quality of your life, make you feel better, help you lose weight, lower your cholesterol, and have more energy, would you want to *know* about that product and would you *take* that product? Yes or no?"

"And if by sharing that product with a few people who want what you want, who also would share it with a few people, you would have the potential to make from $1000 up to $25,000 a week, would you want to know about that? Yes or no?"

That's how I prospect people, better health and greater wealth, what could be better? Ralph Waldo Emerson said it best when he said,

> ***"Your number one wealth is your health"***

because without it, you're nothing. We all look the same on the slab or in intensive care with the tubes running in and the tubes running out; it doesn't matter if you're an ambassador or a janitor. The first thing we strive to do is keep you off the slab by improving the quality of your health. The second thing we strive to do is improve your financial situation, which will remove a lot of stress from your life. And we know the impact of stress on your health. So we're taking care of the two major problems people have today.

There are 296,000,000 people in the United States today and according to statistics, 82% of them are overweight, 32% of them are obese, that's a huge market!

> ***What I would like those who still need their 'job' to always keep in mind is,* make a living with your job, and make a fortune with your business.**

What I suggest to anybody who has to keep their j.o.b. to pay their bills until their network marketing check meets or exceeds their paycheck from the job, is *become a product of their product,* use their product, *share the product with other people*, have a story, tell their own story to people and get other people to try the product and *then get their stories*. I get paid for telling stories. I'm a storyteller.

The biggest misconception about network marketing, people think it's sell, sell, sell. But it's not, it is teach, teach, teach! You are a teacher of teachers. If we could get everyone out there to understand this simple concept, keep your job, keep going to your job because it's paying your bills, spend $100-150 a month on your product, use the product every day

for the rest of your life, understand it's going to replace purchases you are already making somewhere else so it's not increasing your spending. Share the product with other people and have them duplicate what you just did. That's all we do, just duplicate it over and over.

The first thing that happens is that you get your products free. The next thing that happens is that you get a small check. If you keep doing the same things every month, your checks will get bigger and bigger each month.

> ***When the check from your network marketing business outpaces the check from you j.o.b. you can make the decision to go full time. But always do it with a passion. Whatever you're doing, do it with a passion.***

Then, when you're able to quit your regular full time job, and you are really able to commit more time to your network marketing business, then you can take massive action and you will see your check go up, up, up, exponentially increasing. I still use what I learned on the Napkin Presentation, you get five and help them get five, by teaching them to use and share the products, so they will help their five get five, and you will see your organization grow from 5 to 25 to 125 to 625 to 3125 to 15,625 to 78,125 and you add that up, it's 97,000 people. Of course, that's a perfect scenario, unlikely to happen that way, but if 10% of that, 9700 people were to be in your organization and on autoship for $100 a month, that's $970,000 of volume per month. You make money in network marketing by getting a small percentage of your wholesale volume. It varies from company to company but the average payout in the industry is 5%. So, 5% of $970,000 is $48,500 a month or $12,125 a week. I learned that 17 years ago.

When Jimmy the butcher found out that there was an industry, where he could spend a few hundred dollars to get started, commit to a little over $100 a month for the rest of his life, eat his overhead and become

healthy, fail 97% of the time to become *wealthy*, what do you think Jimmy the butcher said?

"I can do this!"

So we've come full circle. It's back to the numbers.

Absolutely! It *always* comes back to the numbers. You have to *know* the numbers. The biggest problem in network marketing is, 97% of the people I talk to don't have a clue about the numbers or the mathematics. They just don't get it. Isn't the basis of all knowledge mathematics? Isn't the Universe governed by mathematics? Could you build a car, a house, a table, a chair without mathematics? You can't do anything without mathematics.

If you're selling real estate you must know the math, if you're selling cars you must know the math, if you're a financial planner you *better* know the math, and guess what, if you're in network marketing, I believe you've got to know the math to be successful.

I absolutely agree with you Jimmy. It seems if you understand and really know the math, it's clear that you can't fail to win!

That's right, it's impossible to fail! It's funny, when I first learned those numbers many years ago, I had so much confidence! Because I knew the math, I intuitively knew that some day, when I found the right company with the right products and the right compensation plan I would make a lot of money. In fact, I knew that I would be a millionaire.

I was just reading, *The Greatest Networker in the World*, and was reminded of the Be-Do-Have concept, *be* the person you want to be, *do* the things that person would do and you'll *have* whatever you want. When I first came across that concept I knew I needed to be acting like a millionaire, be nice to people, be good to people, buy things for people and I thought, "Yeah, I'm going to be a millionaire so I may as well start acting like one!" There was just no doubt in my mind. So I started acting like the person I wanted to be.

Now, I just had to figure out how to act like a millionaire even though I didn't yet have any money. So I took a loan out against the house, put in our dream pool, built and furnished a new workstation in the house, added on the basketball court I had always wanted, and my wife says to me, "What are you doing? You're acting like you won the lottery! We're going to lose this house, Jimmy. What is wrong with you?"

I said,

> ***"Don't worry, honey I'm going to be a millionaire and I'm just practicing up. I want to be ready for it when it comes so I'm practicing. The day will come when it will be like I'm winning the lottery every day."***

She started getting real concerned and of course I'm reading *Think and Grow Rich* and I had started listening to Earl Nightengale's long playing record, doing just what he said and listening to it in the dark, getting my subconscious to absorb it. I would listen to that thing over and over, night after night, and my wife would call the kids and say, "Your father, I think he's losing it. He's listening to this record in the dark, over and over, and reading these books, I think he's obsessed with getting rich."

> ***But I was obsessed with personal growth. I wanted to grow and be successful.***

I was trying to decide, is network marketing for real or is it a scam? Can Jimmy the butcher succeed with this thing and could he teach it to his six kids and 26 grandchildren? Could this be his legacy to his family? And guess what? It turned out this *is* the legacy to my family! And if I hadn't done what I did, who knows where I would be today.

My wife ended up taking me to a psychologist and the first one essentially told me to quit. I told him I'm *not* a quitter and I will never, ever quit! So I recommended a few books to him. I really have to get back to him!

Commenting on my wife's concern about what she called my ‘compulsive spending', he recommended I attend a group called 'Spenders Anonymous'. I told him I had a better solution; I said I would make *so* much money each month that I wouldn't be able to spend it all!

You are such an inspiration, Jimmy, and you've shared so many things, I have a hunch it's going to come down to the math, but what would you say is the thing that you appreciate *most* about network marketing?

Network marketing has given me my freedom!

I live in Philadelphia, city of brotherly love, the cradle of liberty, we have the Liberty Bell here, and I was essentially in a slave labor camp for 40 years. Network marketing has set me free, I am a free man for the first time in my life, I can go where I want, stay where I want, come home when I want and buy what I want.

I can be good to my family and be good to everyone I meet. If you're a good person, having money just makes you 'gooder'! When I leave this world I don't want to be remembered for the house I live in, the car I drove, the money I made, the toys I have or the clothes I wore. I would like to be remembered for the positive impact I had on all the people I met on my journey to my goals and dreams.

I want to inspire as many people as I possibly can to reach for their goals and dreams and to never, ever quit.

Abraham Lincoln said, "We die at 21 and they bury us at 42." When he was president, the average lifespan was 52. I didn't understand what he meant the first time I had read that, but I sure do today.

The day you stop dreaming is the day you begin to die.

> ***I tell people to dream as far as you can, and when you get there, dream further, and if the dream is big enough, the facts don't count.***

I'm loving life and living it to the fullest in health, wealth and happiness. I travel around North America and I'm home two or three days and gone four or five. Everywhere I go people say, "Jimmy, you inspire me" and that makes me feel really, really good. So if I'm changing lives for the better, I'm telling people, "Please start dreaming again. Please take control of your life. There's a better, easier, softer way to go!"

The great Gandhi used to say, "Every man wants to live. Every man wants to learn. Every man wants to love. Every man wants to leave a legacy." I'm on number four right now. *Network marketing is the legacy I leave* to my six children, my thirty grandchildren and anybody else that I meet.

It's wonderful to meet someone who really is leaving that legacy and it's an honor to have you as part of TheNetworkMarketingMagazine. You epitomize what happens when people end up reading and listening to what we have to offer here. Your family is absolutely blessed to have you as its patriarch and our readers, and even future readers, are blessed to have the inspiration of your wisdom today.

I want to thank you and let you know I'm humbled to be a part of this magazine. It's true that I gained so much from my reading of past magazines and here you are, with a state-of-the-art platform that allows stories and information to be shared so easily and powerfully, so I feel honored and blessed to be a part of it. I love network marketing, I *LOVE* network marketing!

Jimmy Smith lives with his wife in Westchester, PA, where he continues to build his legacy for his six children, 28 grandchildren, 2 great-grandchildren and future generations.