STORIES

John Milton Fogg

It's a growing trend, maybe even a movement: well-known industry authors, trainers, gurus... becoming distributors again. Why? We asked one of the latest entries, industry icon and author of the million-selling classic The Greatest Networker in the World, what motivated him to get back in the game? Here's his story.

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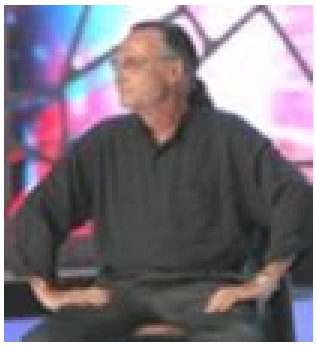

It’s exciting to be interviewing the greatest networker in the world, John.

Thanks, but be careful with that one! I am ***NOT*** the greatest networker. I ***AM*** the guy who wrote the book; every word of it.

Then who *is* the greatest networker?

Ah… for that you better read the book.

When I first wrote *The Greatest Networker...* my intention was *not* to sign it. Not to have my name appear as the author, but instead to have that be a fiercely guarded secret. I wanted people to speculate, but the real point of the book was that it was dedicated to the reader.

You, *the reader, are The Greatest Networker in the World! This is what's possible for you. That was the point.*

One of the things I love is that we have come across so many of those 'Greatest Networkers' during our years in the industry.

Yes—and it's a fictional book. It's a story. I've had a lot of people be very disappointed having that knowledge. But in that book there are so many real people reflected in those stories. That's how I got them.

For instance, there's a part in the book about The Greatest Networker showing his guest two matching Weatherby shotguns. That was a true event.

Richard Brooke and I were at a seminar with Carol McCall. He took a break on Sunday, in the middle of the seminar, to run up to Hayden Lake to the annual gun show. He saw these two shotguns in a green velvet presentation case and he passed on them, he didn't buy them. The whole rest of the day he was grousing about it.

There's a story about a music professor. She keeps challenging her student with harder and harder pieces. He comes back having practiced and she presents him with an even harder piece. The student tries to play it and he massacres it. He goes and practices for a week and he comes back and there's a brand new piece and it's harder still!

That was a story told by a mentor of mine, Robert Fritz, who wrote *The Path of Least Resistance*. I've studied with Robert so I got that story from him.

I picked these bits and pieces to illustrate certain ideas and to the best of my memory they are all true. They happened to somebody. I knew a man, Monroe Michaels, who was my Mom's boss when she worked at *Parents Magazine* after the Second World War. His son wanted a Corvette. Monroe got him a Corvette and... gave it to him *in pieces*; totally disassembled, in pieces, on the floor of the garage. Then he gave him the

business card of the mechanic he had hired to help his son put the car together.

So, they're all true stories, I just put them together into one super story.

And that's what is wonderful about the book, it truly represents *you*. Not you, John Milton Fogg, but you the reader. Whether or not you're brand new to network marketing or you're a seasoned veteran, you can find yourself in the story.

That was intentional. The impetus for writing the book was that I had written a couple of books in partnership with John Kalench and one of them was *Being the Best You Can Be in MLM*.

Being involved at Upline during that time I would talk to our subscribers and ask them, "Have your read the book? What do you like best about it? How's your business doing?" and invariably they would respond that it wasn't doing very well and they were struggling. I really took that personally, because if people really got the lessons of that book they would be succeeding. That's why the book was written in the first place.

So I had to ask myself what was going on.

> ***They were reading the book, but they weren't successful. So as I began to quiz people about what was going on with them I saw a couple of things.***

One was that there was a whole bunch of 'how to'… here's *how to* do that and here's *how to* do this. Well, maybe it's unique to Americans, I don't know, but that *how to*, telling people what to do, just wasn't getting through to people. I think the 'How to' business is what they were rebelling against. It just didn't cut it.

And here we are in network marketing, the business of telling stories, and fifteen years later guys like Seth Godin are telling people that a marketer's job is to tell the story, tell the story, tell the story, and I say,

heck… we knew that 15 years ago, even 20, 30, 40 years ago we knew that. So I thought, tell the story, tell the story, just tell the story.

That was one thing I saw going on. The other was that I had a Bachelor of Fine Arts degree in photography. I was a visual person, formally schooled, with a degree in seeing… in vision… in picturing. And I realized I had trouble making up my own images of success. I thought, “Gosh, if, with my natural artistic talent and formal schooling, I struggled with that, what about regular guys and gals who didn’t have any of that talent or training?”

So, through creating a conversation in the pages of the book and through the imagery that the book brought up with the horses and the property and the peacocks and the descriptions of coaching kids, I wanted to create visceral, visual image for people to imagine and make their own. And because it was a story, that would give them greater access to it and that they could make it their own.

I deliberately kept the Greatest Networker and the protagonist, the story’s young narrator, nameless so that people could relate more to it. Then, in the process of writing the book it flew, just flew at me, to make the greatest networker his wife, make The Greatest Networker a woman—clever boy.

> ***I want to acknowledge that that book was written through me. I do believe that God works through people and that book was written* through *me.***

That leaves me burning to ask, what brings you out of the ‘skybox’ and onto the playing field? I understand what impact you've had on the industry—and some of its greatest leaders—now I want to know what it is that makes you come back into the field as a business builder?

Besides the money? (Laughing.) Actually, there’s a whole mix of things, not just one big thing. The truth of the matter is, when this situation of

becoming a distributor presented itself I was not thinking about doing that at all, although I have thought about it on and off in passing for years.

I didn't feel *compelled* to do it. In other words, there wasn't a 'calling' or a demand or anything like that. The guy who got me in is a dear friend and had actually been bugging me to take a look at his company for months.

Admittedly, I had often groused about how hard it was in the training business these days and how 5, 10, 15 years ago it was so much easier and on and on. So he's telling me that if I want to make any real money in network marketing then I needed to be a network marketer. But none of that really convinced me. But it all eventually coalesced together.

I've been teaching this stuff for 15-20 years and I really wanted to apply it myself... in the field where the rubber meets the road. I have been hearing for years and with increasing frequency people saying, "I want to thank you for all you've contributed to me and I want you to know that reading your book or listening to you speak has really helped me become successful in this business."

So I'm thinking that's wonderful *and*… I'd like a piece of that action myself thank you.

> ***I wanted to go out and put my stuff into practice, see it work in the world and see it empower other people and have them become successful.***

I want to see people in my organization be able to bring my teaching and training into their understanding and apply these principles of relationshipping, friendshipping, partnershipping and leadershipping; the ideas of Get Rich Slow; the idea of growing your business by growing yourself. These things are important to me and I want to see them out in the world and working successfully.

I had some challenges there. One of the things about me is that I have to be in love with the products and the people; the people who founded and

run the company. I had a number of offers dangled in front of me. Including people who just wanted me to sign up, telling me they would just use my name and build a huge organization under me.

My problem was that there was just never a company where I was passionate about their products, passionate about their mission, passionate about the people and their history and track record along with the overall structure of the company. Until now.

> ***One of the things I believe firmly in is that I want people at the top of my company who had been in the field. I want successful reps, successful distributors running the company.***

I don't want bean counters or people who have had massive success in acquiring four or five corporations or IPO hot shots.

In network marketing the men and women in the field are the single most important thing. Unless you can be empathetic with *them*, compassionate with *them*, and your strategy is based on what works for *them*… what motivates them, what rewards them, what marketing tools really work for them… unless you've been there and done that I don't think you can really know what's right and best.

All of those things were things I demanded of a company before they would get me involved. And one of the major things for me that I haven't even mentioned before now, beyond training my personal group, I want to be in a position to train the whole company. I want a presence with my stuff being part of the culture of the entire company.

There have been products recently that I have been incredibly enthusiastic about, with people who I thought were really powerful. People that I would gladly have partnered with but I would never have gotten my head, heart and hands on the whole company.

So, I met some people, my upline, that I absolutely and totally respect, our company founders that the more I know about them the more I appreciate and respect them.

> ***They've been there, done that and they've made the mistakes and they've learned from them. They've been up and they've been down and they've come back up. That's a good thing.***

And I *love* the products! I absolutely love the products. And although I didn't know it when I started, because I've been blissfully (and stupidly) ignorant about compensation plans, but this compensation plan and the whole model around it is really brilliant! I make distinctions between compensation plans and pay plans because there is really more to it than just the pay. And working with this plan is a blast.

Well, John, what company did you join?

I won't talk about that. Sorry.

One of my friends in this business who I admire greatly, is Tom 'Big Al' Schreiter. Tom has been with a couple of network marketing companies over the past 30 years, yet he goes around the world and he speaks, does trainings and teachings, and writes books without ever mentioning the name of his company. I don't want anybody, at any time, to come to the conclusion that I'm going to use my position of influence to prospect people. I don't want any part of taking people from the company they are involved with and I know from experience that people might draw that conclusion.

Three or four years ago I did, for a couple of months, join another company and it was disastrous for my other enterprises. People were so paranoid. They accused me of taking my other things, like the GreatestNetworker.comUnity, and using it as a recruiting machine for my network marketing company. Yet never, not once, did I take advantage of it.

I bent over so far backwards to avoid it that if someone called up who was a member of the community I would go back and find out who brought them into the community. And although that might not have been their sponsor in business, I'd call that person up to see if they were in business together. And I would tell those people that someone they brought into the community had contacted me about my business opportunity and that I wouldn't talk to their guest unless they gave me the green light.

> ***Then there were the people who told me I was crazy for doing that. But I felt that was the only authentic, honest thing to do to keep me in integrity.***

And I still had my bottom handed to me on a plate. Hundreds of people quit the Greatestnetworker.comUnity. I even got hate mail. I never get hate mail! I never did anything to deserve that except in their minds.

So this time I've decided, no, I'm not talking about it. And look, you know and I know that if anybody wants to find out, they will find out. Google has just leveled that playing field completely! So fine, they can find out if they really want to find out.

I called Schreiter up and talked with him. I said, "Man, you've done this successfully for years. I want to know how you do it. I know how you do it from the stage, I know how you do it in writing, and I know how you do it in conference calls. You never bring up the name of the company. You talk about 'my' distributors. You talk about using products but you never name names. You don't go near that. What do you say when somebody is on the phone, or looking you right in the eye and says, 'So, Tom, what company are you with?' "

And Tom said, "I tell them I'm not going to talk about that."

He went on to share that he might have to tell them twice but that's it, they never ask again. So, have I told you "no" twice?

Yes! And I know you as a man of integrity.

I have to share that I'm thrilled to see you in the game because what this industry continues to need is individuals like yourself, building their own business and having it stand as a model of how others could be building their own business.

One of the commitments I made when I got into this was that I was going to do this like a real person. I'm building it like anyone else builds it, one relationship at a time.

Now, I'm handicapped because I'm John Milton Fogg. People know my name. And if anyone takes the time to do a search they are going to get the message that I'm not your normal person on the street who is doing network marketing part time. I know that, I'm not naïve about that and I know there are people who will be attracted and want to be in partnership with me based on what I've written and spoken. After all, I've been in the industry for twenty years. So I understand all of that. And, it's valuable and useful for me for sure.

> ***But I'm not going to take advantage of that because I need to be able to stand in front of my group—whether it's on the phone or on stage—and be able to say, "Here's how I did it." And I need my team to know that they can do it that way too.***

What do you see are the differences in yourself today as a distributor compared to the person you were 20 years ago when you entered the industry selling that algae?

Well, I was called away from being a distributor when I fell in love with the whole industry. I wanted to serve the entire industry. I wanted to move the whole business of network marketing forward. The company I was with,

Cell Tech, in all truth, was one I felt was too small for me. I wanted to serve the whole industry. And to a good extent I did that.

It's different now. I've had my impact on this business and I think I can have more. But I think I can have the most impact, right now, in a positive way, by being out there in the field with a company I'm in love with, doing the deal. Playing the game, and playing it straight. Playing it by the philosophy that I have learned over the years and espoused. And I'm doing it… and it works!

> ***The whole idea that it's about relationshipping, friendshipping, partnershipping and leader-shipping, that's what I am doing.***

I've had 14 prospecting conversations and guess how many people have joined me in the business. Yes, fourteen!

Now, I have no illusions that I can keep that percentage up but in my continuum of relationship building, I'm not having conversations with anyone that I haven't done the relationshipping and friendshipping with yet.

I don't yet know these people very well yet, but they jazz me, they interest me, and I tell them that. I share that with them. But I don't know if we're really a 'fit' yet.

I've had people say, "Okay, I understand that, John, but I think I am a fit." And I'm going to listen to them and accept that.

Does that surprise you? Or does it simply confirm what you knew?

It genuinely does both. It's a pleasant surprise. I run around my life with 2% doubt, so there is a part of me that thinks, "I sure *hope* this works." And still, I have the courage of my convictions and I'm going out there playing it straight and I haven't fudged.

There are other surprises. And I have a huge shock absorber for surprise.

In the literature and the practice for Zen, they have what's called the Beginner's Mind. I have come to this with a beginner's mind. I have come to learn.

I know that I know a whole bunch of stuff, and I'm convinced a whole bunch of that stuff is absolutely right on. And I know, ala the Greatest Networker, there's stuff I know and stuff I don't know. The biggest chunk is what I don't know I don't know.

One of the things I was pretty clear I didn't know, was comp plans. I didn't know how vital and important it was to understand them. How your team building strategy needs to be directed at a comp plan. There is a way to use a comp plan right and there's a way not to work it. So I'm really learning that one. No mastery yet, but I'm learning. And I'll tell you one thing, every time I have a theory about the best way to build with our comp plan it gets blown apart. But that's exciting learning for me.

That's interesting, John. I come across people with all sorts of opinions about comp plans. What I have found is that it almost doesn't matter what your comp plan is. What really matters is the person and how they are working their business.

I used to say that and I can't say that any more because I've learned that there are dysfunctional plans out there. There are comp plans put out by companies that, for instance, have more breakage than others. There are companies that have set up plans designed with breakage that strongly favors the company and there are those who have worked to diminish breakage.

There is always going to be some breakage. For example, those people who are first line to the company. If the comp plan pays down six levels, then five levels are going to go to the company. So you'll always have some. But you want to choose a company where people are demonstrating their awareness of that and you can see that they are making an effort to minimize that breakage and pay the people what they

deserve.

So that's why I don't say that anymore. I'm not accusing you of this, I am accusing me, I was naïve. I kept myself naively ignorant of the role of the compensation plan, which by the way, I now distinguish from the pay plan. The pay plan is part of the compensation plan but the compensation plan involves a whole lot more. It involves the training, it involves the product, and it involves the marketing; it's the total package. But pay plans can be dysfunctional.

Some pay plans are set up to reward the beginner; it puts major emphasis and reward in favor of the people just starting out. Then there are pay plans that are all the way weighted to the back where the 'heavy hitters' are the only ones making money, because the company may have decided they want those guys and gals strutting around on stage sharing big financial gain in a short period of time. The fallacy and problem with that is the whole audience is sitting out there saying, "No way I could do that!"

I want to stand on stage, and I want my people to stand on stage, and be absolute accessible beacons of possibility for everyone in the audience. So those people in the audience are saying, "Yes, I know I can do that!"

That's the biggest challenge in this business.

> ***There are only two kinds of people in network marketing. People who believe they will succeed and people who believe they will not succeed. And I'm taking out my hammer and chisel and I'm going after that belief that says 'I will not succeed'.***

So, let me ask you about an excellent piece you wrote, *Get Rich Slow*. Is get rich slow the philosophy

you're using in this new network marketing venture you're beginning?

For me it is. And it's what I'm teaching and preaching and sometimes screeching. Yes! It works. And here's a surprise… gosh, does it take time! I'm blown away by how much time it takes. I'm so behind in every other project I'm doing because my network marketing business takes the time it takes.

So what is it that makes 'taking the time' work?

It's the relationships, connecting with people. Taking the time to really make a contribution to people means taking the time to ask questions and really listen to people. It takes time to really listen and that's the only way you can find out who people really are and what they want.

Great leaders are really great followers. I've got some people on my team that I already know *I'm* going to be carrying *their* bags. And that's important.

I think the biggest deal for me is that this is all learning.

> ***Learning, learning, learning, and I'm approaching this all as learning. And what's interesting is that because I'm approaching this all as learning, every day is a win!***

Every single day is win squared! And I'm having a ball!

"Failure is not an option" is a phrase a lot of people speak with conviction. Well I disagree. I say failure is a requirement! As long as you don't quit, as long as you don't let it run over you, failure is a sign you're doing something. The reality is there are problems. I'm in a company that is in prelaunch; maybe even pre-prelaunch, and there is stuff that flat out ain't working… yet!

I'm getting to be a decidedly spiritual character and I think one of the

things serving me best right now is the phrase, “Let go and Let God” My degree of graciousness with circumstances has increased significantly. One of the philosophies I’m learning from a guy in my organization is the ‘it isn’t the right time’ idea. That one is beautiful because you know to not push people. If it’s not the right time it’s not the right time. And I can carry that into everything. There are things you can have an impact on and things you can’t.

I’m still on purpose, I still have my intentions, I still have my expectations and the most powerful is the expectation of learning. Because if you have the expectation of learning you’re always going to hit that one; you keep putting points on the board every day with that one. Whereas if your expectation is only about X amount of dollars or X number of new partners then you’re measuring different results.

I have brought in 14 people but it’s time for me to turn my back on bringing people in myself and turn my front to my team. I have to build a team of mutually supportive people. And this particular compensation plan I’m working with rewards that because to some extent, all efforts are rewarded. Clearly, you want your people to be in profit lickety split so you have to figure out how to do that.

> ***You know somebody making $500 a month from a part time effort is far more likely to be here a year from now than someone who isn’t earning enough to cover their expenses.***

So you have to ask, how do you structure your teams business building system to support people earning $500 a month? We’re looking at what mix of customers per business building partner we need to get to a solid $500 monthly. Once we identify that we can identify the steps necessary in order to do that. And all of those steps have to be flexible. No formula is going to work because the business model must be suited to the individual. It has to be done on a case by case basis. We want to be able to tell our new partners exactly what will position them the best. Where

you place people in the system makes a difference in terms of fulfilling commitments to the team and getting into profit right away.

It's valuable to have a system in place for those getting started and that you provide training of those skills that are universal. Those skills that everybody, no matter what their personality, no matter what their style, no matter what the product or company, those skills that all people need.

The good news for me is those are the skills I've focused on for the past fifteen years. Those universal skills. One of the things I'm shocked about is how people don't listen and I'm shocked about how I don't listen!

Say more about that.

Well, I get caught up in the game! I find myself looking for the opening and before you know it I'm not listening to them. I'm just like anyone else, I hear those 'trigger' words like, "I hate my boss" and I'm off and running.

> ***Now, I've counseled people against doing that for years. I've told them about the fallacy of it and yet I'm experiencing that pull to pounce despite absolutely knowing better!***

I'm not a hypocrite. I just now really see how seductive that is for people. I see how you want to interrupt somebody and tell them about your good ideas, instead of really listening to where they are and what their concerns are. In almost every conversation I've had so far I've learned something new about raising my skills in speaking and listening. It's *so* important!

And I'm discovering I have been right on in what I see as the role of coaching and leadership… a leader in network marketing is a coach. That's *absolutely* been validated.

People are desperate to be heard and honored. And the way people display their intelligence is frequently by being verbally critical. It's almost

as if people feel they need to look for something wrong so that you realize they are intelligently exercising good judgment. That's one of the things that takes the time.

Another thing has to do with something I teach around asking good questions. I have a certain level of mastery in asking good questions, the kind of questions that reveal peoples values. One of the delightful surprises I'm running into is that people's values are also revealed by the questions they ask.

> ***Listening to questions is as important as listening to answers. Their questions really tell you what's important to them, what they really want to know.***

And you have to suspend judgment about people's questions. For instance, one prospect was drilling me with questions one after the other and I'm thinking, "why do you want to know that stuff? That's not important."

Well guess what, John; it's really important *to him*!

> ***The whole prospecting process is about* them*, what's in it for* them *and they better come first!***

I'll know if it's a fit for me by having a conversation with them. I won't know if it's going to be a fit for them until I answer their questions… and neither will they know if I don't give them the answer they need.

So, if a person asks you questions that you don't find important, does that disqualify them from being a fit for you?

Oh, no. In fact that opens me up to see more. To realize that this is important to this guy is a very valuable piece of knowledge for me that

doesn't disqualify him in any way.

Here's an example, we have a compensation plan which is a binary comp plan. Binary comp plans have gotten a bum rap from some people in this business and have even seemed to be a nemesis for lots of people. So I'm on a call with a gentleman who has lots of questions about our binary. Now initially, I wanted to groan and thought, "here we go again" but that led to a three-way call with a lot of great answers which allowed me to run to the company with the idea that we should make a recording of a call like that, which I was happy to do, that would address some of these questions that come up repeatedly.

As a result, we now have a recording, so instead of having to do three-way after three-way after three-way, we can simply direct people to this recording and save everybody time yet know they are all getting the same, accurate information.

Sure, that's a great way to leverage your time.
It is and in this business I think of everything in terms of leverage and loverage. And the idea of loverage has really come to me from the field, from working with people.

> ***The people part of this business is* the *part of the business that is the most special. It's being with, working with and talking with people!***

John, you have a huge circle of influence. I understand that you want to stay in integrity and don't want to abuse that. I'm also aware that the vast majority of your warm market is already involved with a company in network marketing so where are you finding people to invite?
That's the tough part. People say, "Well, you're John Milton Fogg so you've got it easy." I say, listen folks, there is another side to that. My friends are Tom Schreiter, Art Jonak, Richard Brooke… many of them *own* network marketing companies, am I going to phone them up and ask

if they keep their business options open? So yeah, that's the hard part.

Now, I realize it's buffered some for me because I've got a reputation in the industry and some people are at least intrigued when they find out I'm back in the field. When some people find out they come and talk to me. But I've been using things like Kim Klaver's community, Network Marketing Central and posting my stuff there.

I've been going to network marketing forums and getting into conversation with people. It's all very genuine stuff. I've had a couple people from my warm market join and I've also lost some people because I've been reticent to mention my opportunity.

For instance, I have a high level coaching program that I offer that is pretty intense. One of the guys participating in the program realized, through the program, that he was with the wrong company and I was hesitant to suggest to him that he look at what I'm doing. So, I lost him to another company, and I lost him to a company that I don't think will serve him as well as my company could. That leaves me kind of kicking myself. And I'm learning. At the very least I'm learning every day how to be guided by my intuition.

And the game is that I'm committed to supporting him, through the coaching program, to be the best he can be regardless of the company. That hasn't changed and I'm good with that.

> ***I have to stay clean and if I'm going to err, I'd rather do it on the side of kicking myself because I didn't speak up rather than making a mess of things by crossing the line where I feel, or the other person feels, I've taken advantage of someone.***

This is the kind of thing that reminds me that formulas don't work. For

every formula you come up with there will come a person or situation where it simply won't work or be accepted. I feel the same way about scripts. You can't create a script that will work for all people and all situations. You can't hammer people into molds. They won't fit and they'll scream when you try to close it on them.

What are you finding today is most appealing or attractive to people interested in taking a look at network marketing? Have there been any surprises for you there?

They want to make a difference. I get that one all the time. They want to do something important. People want to be good people and they want to feel honorable about what they're doing. They want to feel good about themselves and the product and they want to feel good about serving others.

Another thing I hear is that they want to know that they are associating with good people. They want assurance that there is an esprit de corps of teamwork with a component of belonging to something special.

And they want to do it right. A number of people that I've encountered are tired of what they've done before and they want this to be different.

> ***And there are people, especially the veterans of the industry that I've spoken with, saying they don't want to spin wheels anymore. They are looking for their* last *network marketing opportunity.***

Listening to what's been said, what would you say to the readers here that are in that boat, who are not yet making the large sums of money, about how they can move forward in their business and make it their last company?

You truly have to be involved with a company where you are in love with

the product and in love with the people. It's the saving grace that will pull you through when things get tough. It's the thing that keeps you focused, keeps the energy high, and keeps you rockin' and rolling. I just think it's tremendously important.

I guess the truth of that is that I had *hoped* that was so but I didn't really know. Sometimes I questioned whether that was maybe too altruistic. Now I see that it's absolutely proving to be true. I guess you can probably make money without that love, but you're not going to make a living.

So that's one thing and another is the one I wouldn't have said even a month ago, I think you really have to understand your compensation plan so that your business building strategy is aligned with how to optimize that program for yourself and your people.

> ***I have said for years that I have no interest in making thousands of MLM millionaires; my commitment is to having millions of network marketing* thousandaires*. And if you're one of their leaders, just do the math.***

It's a fun thing to say and it's clever, it's also a great goal and it's true. That's my mission!

In other words, you're saying it's important to be a student of your own company?

Sure, it certainly is, as much as you can; to be there for them and to be there with them. But that last point I made is the one I think people forget. And that is that it really is true that this is about a lot of people doing a little bit each rather than a few superstars having it all.

> ***Where we are pointed in my team is how do we get everybody, and***

we mean everybody*, quickly earning at least $500 a month?*

Now we know it won't be everybody but we really mean everybody willing to show up and play should be able to earn $500 a month. The people who have bigger appetites than that, the people who want another zero or two there, they can do the math. They know how to take it from $500 a month to $5000 or $50,000 but where you want to aim it is making millions of thousandaires. The millionaires are going to happen if you're focused on making all of those thousandaires!

We're very excited to be able to look forward and report on your progress; the victories and the failures because success comes from both. We're excited to be tracking your journey and look forward to talking with you again in the near future! Thanks John, we appreciate you.

You're welcome. One of the clichés of this business is that network marketing will either expose you or promote you. I think of that as a kind of gospel around here, so... get back to me in six months and learn if I've been promoted or...

John Milton Fogg is an author, editor and speaker. His books and audios have sold over three million copies worldwide.

He is the founder and former Editor-in-Chief of the highly regarded publication Upline®... was a Contributing Editor to SUCCESS magazine... the founder and former Editor-in-Chief of Network Marketing Lifestyles magazine... founding editor of Networking Times... the founder of GreatestNetworker.com... co-founder of TheNetworkMarketingMagazine .com and is the creative force behind TransformingMLM.com.

John is the author of the best-selling industry classic *The Greatest Networker in the World,* which has been read by more than two and a-half million people around the world and he has edited and contributed to far too many books to be mentioned here.

He has spoken around the globe, through out Canada and the United States, in Australia, China, Costa Rica, Crete, Iceland, India, Indonesia, Korea, Malaysia, New Zealand, Russia, Singapore, Trinidad and the Ukraine.

John is 59 years old, married to Jekaterina (Katyusha), has a daughter Rachel 25, son Johnny 20, daughter Eleonora Milena (Ele) who's 4.5 and Anais Polina (his 'last child') was born in March, 2006.

> "95 percent of all the men and women who get involved in network marketing are struggling, failing and will quit within their first year. The worst part is, it's not their fault! That's totally unacceptable. We can change that— starting right now. It's time...."