

STORY

Ted Henry

With 16 years under his belt, this possibility thinker goes to the top of network marketing, taking his role as Servant Leader to new heights while inviting others to experience the freedom to live life their way like he does.

a conversation with Ted Henry

7517 words | 23 pages



Today we have Ted Henry with Mary K Weinhagen from www.TheNetworkMarketingMagazine.com

MK: Ted, I don't know your story. When was the first time you heard about Network Marketing?

TH: The first time I heard about Network Marketing was when I was in the U.S. Coast Guard, stationed down in Florida, and I was introduced to the big 'A'. My wife at the time had a friend who was working at the cosmetology school my wife was going to back in 1976-77. This friend just pestered us and pestered us and pestered us and finally their persistence wore down my resistance and we went over at looked at the business.

I got so excited! Here I was, making \$800 a month in the military and they were talking about making \$8000 a month. I ran home, got my checkbook and signed up on the spot.

MK: So it was the money that was calling you?

TH: Well, you know, I had dreams to do something bigger in life. I didn't go to college because I got married while I was in the military. When I got out I said to myself, "Okay, I've got to have something." I didn't want

to be in the military forever so I knew I had to do something. And yes, the money is what attracted me. They drew those circles and showed me how I could be making \$100,000 a year. I wasn't making anywhere near that so I thought, "I'm in! Let's go!"

MK: Looking back in time, of course a different time and a younger you, but when you saw that presentation did it land on you that the business model was something that could work well? In other words, how did you perceive the business model called multi-level marketing?

TH: I don't think that back then that I really understood the power of the business model per se. I was young, in my early 20's, and I'd grown up in a family that was fairly well-to-do. When I went into the service life changed for me. I think that I knew that there was more in life than making the \$800 a month I was earning. Now, I can say nothing wrong about the service, today my daughter is in the United States Coast Guard. God Bless military people around the world. But I didn't see that being the career for me.

\$100,000. a year was the magic number for me. I think when talking to people we can get a 'pat' response from someone saying, "Oh, I'd like to make \$100,000. a year" but it really was the magic number to me and if someone could show me how to earn that, then I was definitely IN!

It wasn't until years later that I really understood the business model and the potential of what it could really do for an individual.

MK: Oh sure. And did you have success right out of the gate? Or did you find yourself disappointed?

TH: Absolutely not! I was extremely, extremely disappointed. A very good friend of mine, he's passed away now, God rest his soul, but he had a phrase that I can relate to, saying in his first 4 years he ran somewhere between mad and frustrated.

I thought the way to be successful was to go out and sell lots of product to businesses. That was kind of my focus. I was attempting to do everything by myself. I was attempting to 'pitch' the business by myself.

So no, I was not very successful at all. I became very frustrated. As a matter of fact I swore I would *never* do that type of business ever again. And it escaped me for many, many years before I took a look again at the business.

MK: Then what was it that brought you back around, Ted?

TH: At the time I was working for a large, grocery retail chain, Albertson's. I had been with them a number of years and was relatively successful but I basically was 'working for the man', I really had no life. The income was great! I actually had a VP in that company tell me I needed a Plan B. That was the first time I had ever heard of it but he said, *"You've got to have a backup plan. In our type of business it's very volatile. Here today, gone tomorrow; very political."*

So I began to look at that. Actually, one of the manager's in one of my stores was the one who approached me with a company and I wound up getting involved with that company. I worked it for about a year and a half and still never made more than about \$900 a month but I had a vision of what this business could do.

We had received a small inheritance and one day I got really irritated with my boss, he treated me like dirt, and I said, *"See you later. I'm out of here"*

I had just come back from a management development thing and was in the top 1/10 of 1 percent in the company, ready to move into the corporate division side of the company when I said NO THANKS and left.

MK: And was your network marketing company supporting you well enough at that time?

TH: Not really, we were making about \$900 a month but my thought process was if I could do that part time, what could I do full time? I will

say one thing though, at that time that company was really, really pushing people to be full time. And that was a big mistake.

I tell people today, “Don't go full time before you should.”

Basically, I was too young in my understanding of the industry, I really didn't have the support of my upline and I wound up finding myself deeply, deeply, deeply in debt. And again, was rather turned off to the industry.

MK: Right, then it's like trying to stay ahead of the pain, and we know how challenging *that* is. So do you have a rule of thumb about when it's a good time to make that shift from part time to full time?

TH: What I did, and what I tell people, is that you have to know what your monthly or annual income needs to be and you have to realize the cost of owning and operating a business. For instance, you're responsible for taxes and your own social security and things like that. So calculate out, minus 20-25% for taxes (and the reality is I pay way less than that per year) the amount you can live on.

After I got smart my goal was, when I went full time in the industry, when I had a check that was consistently that amount for six months.

I'm not talking about including bonuses, I'm saying when my residual check was consistent for six months. For me that was when my check was consistently over \$8000 a month for six months.

MK: I think that's really powerful and really important. I really appreciate you pointing out looking at the figure on the *residual* check because the other stuff is so variable that you can get yourself into a lot of trouble.

TH: It is! There are a lot of companies where you could make a lot of money up front really quick. But that bonus money is not the residual money and it's certainly not something to count on. So I tell people to look at the number on *their* organizational volume that they're getting paid on month after month after month. Take out the bonuses, and when that check is what you can live on then go ahead. It needs to be there, solid, six months. To be safe I might even encourage 12 months but I was ready to leave and I felt six months was strong. For me it was and that's when I went full time again.

MK: Wonderful! I want to back up just a minute. When you took a look at network marketing the second time, and I believe you said it was somebody you worked with who brought it back, would you say you were willing to take a look at it again because of the person who suggested you take a look at it or was just that you were in a position where you were open to looking at anything?

TH: Actually, the person that brought it to me was a manager for one of my stores and I told him flat out, "No!" I didn't think that he would be the one that would lead me to success. And I'm not sure why that was; he was a very successful manager of the store. But *he* got *his* sponsor to talk with me. And this was a first learning experience for me because he was relatively new and he brought his sponsor in, who was someone that I knew very well and that I respected.

The sponsor was higher up in the company and said, "Ted, you need to seriously take a look at this." His credibility with me is the reason that I looked at the company and ultimately made the decision to join.

MK: That's really important. Thanks for sharing that. It really does point out how we need to make better use of our upline, our downline, our relationships and the power of using them.

TH: Yes, it's that support line. People make mistakes all the time. I tell people this all the time, the network marketing business is almost

counter-intuitive. We see one model in the traditional sales world and it's advertising, advertising, advertising, where everybody is out there selling their product. While in reality what a lot of people don't understand is that even if they see an ad for Target or Walmart or whatever, and people are rushing in buying the \$.99 toilet paper or cola.

But what the average person misses in this industry is that people aren't rushing in because it's a cheap price, they're rushing in because they've already been educated on the value, at least the perceived value, of that product or that service.

Actually, there has been a relationship built; notice the advertising that something like Coca Cola does, they don't advertise pricing on television, they advertise FEEL GOOD. i.e. Drink Coca Cola and you're going to look great on the beach, or Drink Coca Cola and people will be attracted to you, or Drink Coca Cola and save the children of the world... it's relationship marketing.

So when we come into this industry, we attempt to go out and sell product. Most of the time that turns people off. People don't like to be sold. They love to buy, but they don't like to be sold. Then when we go to our friends and family, we want to tell them about this great product. The problem is, as explained by a great leader in the industry, “*You don't have credibility with your neighbors because they've seen you take your garbage out in your underwear.*”

What happens is, if we don't bring in that 3rd party credibility, if we don't bring in someone who is that 'expert from out of town' so to speak, then we lose credibility.

It amazes me that people will say, “Don't talk to your friends and family” because as I point out, when you go buy leads or go buy advertising, guess what? The people that are answering your ad or the leads answering your call, they are somebody's friends and family. Why don't you go and talk to the people that you know? The challenge is if you do it wrong it doesn't work. But if you bring in the 3rd party expert and you do it so you're not 'selling' but you're simply *educating and informing*, that's how you're going to build a huge distributorship; and that's how you're going to build a lot of customers; that's going to be a big catalyst for your business.

I think the warm market is a great place for people to start provided that it's done right. If it's done wrong then yes, it's the worst place to go.

MK: Fascinating, I hear you and think that's right on track. What are other “right” things that we can do in building our business?

TH: Other right things that you can do... Here is a philosophy, I actually wrote an article on this a number of years back and it was a huge learning experience for me because in the early days, and I think this was a tune of the industry, it was more about loving money and using people. And that's why we saw companies that were front loading people with garage qualifying as we called it. Tens of thousands of dollars worth of stuff was sitting in people's garages. And I was there, I was in a company that had that kind of a product line and that's what we did. But that's very short lived.

So I changed the philosophy that went more to developing relationships, I call it Servant Leadership and my philosophy now is love people and use money.

One of the biggest things that we can do – I think it's very important that we each have our own individual goals and desires around what we want out of life; but if that becomes our primary focus then we're back to loving money and using people.

If I bring you into my business, and I've got my own goals, dreams and desires and if I find out what *your* dreams are and *your* desires are and I work diligently to get *you* where *you* want to be and my focus is on *you*, mine will all come true. I won't have a problem with that.

But if I go and focus on me first, not on you, then that's where we get that perception from people outside the industry who think it's all about the person on top and how we push them up.

I actually had a call a few weeks ago and the prospect said, “*Oh, so this is all about you and helping you and helping you?*”

And I said, “*Actually, no. It's about YOU and helping you get where you want to be. I'll share with you right now that I have three or four people in my organization, who came in several years after me but make several thousands of dollars a month more than I do. Because they went to work harder and they built bigger. We shared with them to help them to grow so they could reach their dreams and goals. Wow! I'd like to have about 15 or 20 of those people because I'd be in Fiji right now.*”

So one of the most important things is to develop your goals but also it's to focus on the people. Go into any sort of prospecting situation and develop a relationship with people. Get the dollar signs out of your eyes and work on the relationship.

I'm not saying you have to become intimate friends with that person, just remember the old saying, “*People don't care how much you know until they know how much you care.*”

I remember reading a blog post not too long ago and a lady said, “*I don't want to make friends, I just want to make money*” and I thought, wow, that's going to be very short lived. Focus on what other people want, help them get that, and you'll always get yours. That's a key thing.

The other key thing is to get 'you' out of the way.

We all have an ego, even the meekest person has some kind of ego. As soon as an individual can move their ego out of the way and utilize OPS, *other people's success*, other people's stories, and begin to utilize their support line... they'll see results.

I don't like the words upline, downline, it's a terminology that brings up a negative image, you know, upline, downline, GV, PV, etc., those are all jargon that people don't understand. If I say my 'support line', these are my partners that are looking to support me, the brand new person coming into the business realizes and finds out who those people are. I tell others that when I bring a new person into the business their email and phone number goes to 8-10 people that are in the support line.

And I let those partners know to welcome Susie Q who just came into the business. Every one of my partners will send her an email telling her about their life, their history, why they're in the business, what their background is so Susie Q, my new distributor, knows those people and realizes that she has this tremendous resource of people with very diverse backgrounds that she can tap into when she needs someone to be the 'expert' for her. This gives her a position of strength with her next door neighbor or co-worker instead of a position of weakness.

And the third thing is to be very, very clear that this is a business. Too many people treat their network marketing business as a hobby and it becomes a sometime thing instead of a part time thing or big time thing.

Taking the approach that you'll work it whenever you get time, or a few minutes here, a few minutes there, doesn't lead to success. There has to be a consistent, persistent effort, even if it's just a few hours a week.

It's better to do two or three hours a week over a five to six month period than to spend three or four days around the clock building your business and then not doing it for four or five months. That just doesn't work. So those are probably my top three.

MK: Amen! I think that consistency is a hugely important thing. A little bit every day is much more powerful than working all day Saturday on it.

TH: Well, you wouldn't go to the gym for sixteen hours straight and expect to see the results that you would see if you went to the gym for one hour a day for sixteen days. The results would be totally different. The results after sixteen *days* would be you might drop a jeans size or two and be feeling pretty good, after sixteen *hours* you'd lie in bed for the next week moaning and groaning.

MK: So True! Ted, you've been in the industry for a while. I'm curious to know, what kind of changes have you noticed in the industry over time and how do you feel those changes have benefited the industry as a whole.

TH: One of the things I've seen is that I believe that most of the leaders in the industry, (and changes come from the top down) have begun to realize it's about helping other people.

It's about customers, it's about customer service. What a lot of people don't understand is that distributors that come into your business, the affiliates, the representatives, whatever the company calls them, those people are really customers. They don't work for you... you really, kind of, work for them. That's the reality.

The reality is that I have some 20, 000 people in some 14 countries around the world and 80% of those people just use and consume product. I love 'em to death! I really don't have to do anything for them, they're just there because they love what we have. And I certainly can't stay in touch with all of them but as many as I can I have on an email list.

Some that are closer to me, that I know personally, I send cards to them and emails thanking them. The ones that are very close to me, for instance the ones I brought in, those people I stay in even closer contact with just doing what I can for them. Offering them communication, sharing ideas, etc. In essence, that's customer service.

Just in the past few days I've been in touch with a few people that have just been loyal consumers of the product. Some that I know really well I send birthday cards to them and personal emails periodically inquiring about them and their family.

I think it's important to stay closely in touch with those people and I think that's been a shift in the industry. At least that wasn't my experience when I was first exposed.

I believe that a lot of the compensation plans are more targeted toward what I would coin the 'middle class'. With the advent of unilevel type compensation plans it serves more people. For many, many years we had break away plans, I know because I worked two or three of them. We called those 'full time effort compensation plans' and the little guy at the bottom really had a difficult time. You had to really be working the thing full time. There are some great company's with those types of comp plans but the number of those have dwindled. Most of the comp plans coming out today are plans that typically fit more for the middle masses, so to speak.

I know years ago I saw Len Clements do a presentation, some people may know who he is and some not, but his response to people saying, 'Your business is shaped like a pyramid' was to tell them that it's really shaped more like a diamond. As you build and you build out it may get really wide but as it gets to a certain point, let's say in an average 7,

8, 9 – level comp plan, then it starts to taper back down and the bulk, the meat, is in the middle.

Well, I started watching my genealogies and the reality is, regardless of how big it gets, it seems like the bulk is in the middle and I think a lot of compensation plans offer extra bonuses and infinity bonuses and things like that to help the serious leaders but...

plans are more user friendly to help the part time person get their income up to a place where it can really make a difference in their life.

And that doesn't have to be \$20,000 or \$30,000 a month. Sometimes we throw those numbers around like they're pocket change and the reality is that if you can get a team of people together that were earning \$1000, \$1500 or \$2000 a month... for *most* people, when looking at the average income in the U.S. Being around \$40,000 a year, earning an extra \$2000 a month working part time is *life changing!* Gosh, this is another whole subject I could get on my soapbox about but I won't chase that rabbit right now, I think you get my point.

MK: I agree Ted, a couple grand extra, working part time *is* life changing for most people. Okay Ted, now I'm wondering, could distill for me the three most important business building elements that you've learned that you still use today? What are those things that have held over time that are just good business?

TH: Well, for me, and I think I've probably shared a little bit about them already and we'll see if this is what you're looking for, is one,

If you're in this as a business, you have to treat it like a business.

The challenge is that for most companies it's a few dollars to get started. A \$35 application fee and a few hundred dollars in product tends to cause people to not take it seriously. I tell people all the time, I wish I

could charge you 35 *thousand* dollars to get you started because then you would treat it more seriously. So treat it like a business and be serious.

Second, there's an old saying, I don't know who originally said it, but it's that the fortune is in the followup.

It really is true. If we are not getting back with people, answering questions for people and understanding that it's really important then we miss the boat.

For some reason, when we get signed up in the business, even if it took us six to eight months to say yes, we think every one else should say yes the first time that we show them the business or product. That doesn't happen and distributors get frustrated. I tell them all the time, stay in touch, answer their questions, how long did it take you to get started?

So the fortune truly is in the follow up. And the follow up may be for a few days, a few weeks or a few months, so it's a matter of dripping on people. And that's not like Chinese water torture, it's just staying in touch and understanding that people's lives can change. And it may change in a day. I just talked to a friend today that had gotten in a business, got out, swore he'd never do it again... and I made the mistake of not calling him back for a year and a half. Turns out he had already gotten involved with a company about six or eight months ago. I missed him because I didn't stay steadily following up with him. So, you know, that's okay, lesson learned.

And I would say another time-tested thing is consistency.

It's that gym analogy I used earlier. You work for 16 hours in one day at the gym and it's going to be a detriment to you versus if you work an hour a day for 16 days. That consistency in what you're doing day after day, week after week, whatever that time frame that *you* set up, it's important to keep that consistency.

And understand that every day is not a perfect day. We face that in life but we don't give up on life. We may have a rough day at work and we don't just walk away. We may have a rough day in a relationship, we don't just walk away. We learn from that and we keep going, we keep forging forward.

I guess those are probably 3 time tested things that in the beginning I didn't really understand. I do now. It's like *The Slight Edge*, great book by Jeff Olson, if you haven't read it, do, and he says the slight edge either works for you or against you; there is no sitting back in life and thinking that you're going to drift down the river with the current. It doesn't happen, this world changes too fast.

So if you're not doing something to move your life forward then it's just going to automatically go backward.

There is just no cruising along. You've got to be active and you've got to be working, otherwise you'll wake up six days, six months or six years from now and say, "What the heck happened?"

MK: Right... What are your thoughts about duplication? What's prompting this question is the idea that yes, we need to train people, and having a system in place to do that is great and yet people seem to have mixed feelings about just what duplication means. Some people feel like there is a lot of flexibility around duplication and some feel you must follow a series of specific steps and that's the way to the pot at the end of the rainbow. Where do you stand in terms of duplication?

TH: That's a good question. I think that in most cases that the things that we do should, in fact, be duplicable for most people. Of course, doing a large hotel type presentation is not necessarily duplicable for your next door neighbor. But it's part of the process.

If we look at the things that *are* duplicable, look for the people that have an interest in what we do, share information with them, answer their questions, and get a response back. That is, in essence, the simplest

system that is there. In essence, it's what we should be doing in any industry.

Seeking people who are interested by asking question. Too often we get into the telling mode. *"Let me tell you, Mary K, what the very best thing that I found about my company and my red widgets are..."* Well, that may be of no interest to you and if I go in the telling mode you get frustrated and I get frustrated. And if we have a relationship you may run away from me every time you see me coming versus if I just ask you questions.

If we could teach some basics I think that's really what is duplicable. Ask questions. Find out if someone is even interested in making a change in their life, whether it's toward business or product. If they are, provide them information, answer their questions, and then get an answer.

The answer is either yes or no. If we could train people to understand that "no" means no for now, it may just be no now because of where they are in their life. We don't get emotional about the yes or no when we understand we're in a sifting and sorting business. Then everything takes care of itself.

How we break down the information, that's really going to depend on the person we're talking with. If I go in and I'm talking to a person, like I was just the other day. They're just getting started and they tell me they don't have a lot of money to buy leads. I said, *"Good, do you live under a rock?"* They said 'no' and I pointed out that they probably know a few people in their life and we could start with those people. Then I asked if they lived in a city that had a Chamber of Commerce and suggested we could start with those members. I then asked if they attended any business events. He said, yes I do. But then the question was 'should I just go in and start selling product?'

I said, “Only if you want to have no friends”

I say you spend some time asking people questions, what do you do for a living? How long have you been doing that? What do you like best about that? What do you like least about that? What did you do originally. Start taking a genuine interest in them and then ask for their card. Then go mingle with somebody else. Just like at a Chamber event, you don't get into pitching your deal there because you don't have time. It would be like trying to sell a house in 35 seconds over the phone. It doesn't work.

So teach people how to become interviewers, teach them how to ask questions to find out if there is a need or interest. If more people approached people that way, instead of, 'Let me tell you about this great deal that I've found...' they would get better results.

When we start asking questions then we find out who actually is a prospect for us. (I'm even working on eliminating the use of the word 'prospect' because it almost sounds demeaning. Instead, who is a potential partner for us?) If we do that, that's how we'll know who we should even be sharing information with and then we can share that information, ask questions and get a decision.

The little intricacies within that really depend on the person. If I say, “Here is my system” and my system is to show the comp plan first, show who the founders of the company are second, show the product line third and show the training and support fourth... and I'm talking to you, and I know that you are really more of a product/helping people person, and I'm talking about the money, the money, the money, and you're concern is about the product, the product, then I've lost you.

So I believe in most cases we have to be flexible. So I know the areas we're going to talk about but I really want to find out who you are, find out where your interests might lie.

So when you say you're interested in taking a look at what I've got I want you to tell me what the most important thing is for you. Is learning about training and support the most important thing? Is learning about the company the most important thing? Or is it learning about the products or compensation plan... or how the business actually works? What's the most important thing to you? And if I focus on that one most important thing, I know we'll eventually cover everything but I give it to you in the way that *you* want.

I'm not one to staunchly believe that there's one system that everyone has to follow.

There's a system to follow, and that system is to ask questions, provide information, answer questions and collect a decision.

And if we do that then we're going to be far more successful than if we just go at it by telling.

I personally am a big believer in approaching with the business. I believe that approaching with product will build the business and in some cases people have done very well but I think for *most* people, as soon as you start talking about product, and all the product will do, I believe that in most people's minds an objection will form, and that objection is sales. What you're doing sounds like sales. And once that objection comes up, it's a very difficult one to overcome.

So we say, we'll overcome it by getting them on the product. Hopefully the product will help their life change. They grow from three feet tall to six feet tall or they go from blonde to red or red to blonde or they miraculously lose 45 thousand pounds and cancer disappears from their body... whatever it is, we think if they really get results from the product they'll join the business.

I believe that if we can show people a simple system of how they can build the business, where they educate and inform people about products and services and if people like what has been shared, then you just have to refer them to the company, then more people will be interested in joining.

Help people understand that the company takes care of everything else. They provide the service, they ship the product, they collect the money, everything is taken care of. Then weekly and/or monthly the company puts money into my bank account.

So, all I do is share information, educate people, inform people, answer some questions, I direct them to the company, the company fulfills it, does everything else for them and gives me a check. Does that sound simple?

Most people will say, *“Well, yeah! That’s pretty good. That’s all you have to do?”*

Yes, that's all you have to do. So now, when they see that, now when I go into sharing about product they're not thinking they have to sell product because I say, *“Mary K, here's our product. But remember, all we do is simply share information. We educate and inform them. When they see the benefit of the product or service we offer, what do you do? Yes, you send them to the company.”* Did you have to do anything? All you have to do is educate and inform them. The company handles the order and everything entailed. All you have left now is to collect the check. And you've eliminated that objection. Simple! For some reason we want to complicate it but it's that simple.

I was on the phone with a leader today and he said, *“I like pushing the easy button”* Me too! Let's make it easy. Let's keep it simple.

MK: Alright! Now, I think I've heard a bit of this from you but I want to ask you directly, what do you admire *most* about network marketing?

TH:

I admire that I have the ability today to live life on my terms. Now my terms may be different from yours but I can live life on my terms. I love the fact I can live full time and work part time.

Even as a top leader in the industry, I would say I work, in an average week, about 20 hours. There are some weeks I do more, if I travel I do more but the reality is that I spend a lot of time just out and about in the community and in life and actually, that's 'working my business' but I really can't count that because I'm out enjoying life! If I'm skiing or hiking or just walking in town, I'm working but if I were to calculate my hourly rate it's quite different than when I was in management at Albertson's.

I guess it's really the lifestyle and the freedom the business gives me.

I have friends across the globe. I've been to places that, as a good old Georgia boy with no college education, I would have *never* fathomed that I would have had the opportunity to visit. I've been to the Arctic Circle, I've been to Finland, I've been to Sweden, Norway, Thailand, Singapore. I've been to Japan multiple times, I've been to Hawaii multiple times and there are so many more places to go but I never would have imagined that I could go.

A few weeks ago I was talking to one of my distributors who brought somebody into the business from France and we were on the phone with them and the lady says, *"Well, we live right on the Riviera. We've got an extra room. Could you come over here?"*

Oh darn, let's see, could I?? I just might have to do that! Wow! My business is forcing me to the French Riviera. And I'll get to write it off on my taxes! What a rough life.

It's the lifestyle, it really is having the freedom to live life on *my* terms. I have friends who ask if I'm retired. No, I'm not retired, my work style is just different than theirs.

MK: And that is a gift! So that freedom and that lifestyle has got to be some of what's *best* for you about network marketing.

TH: Absolutely! I've worked for some good companies in my life, that's for sure. I'll be 53 here very soon and it's like I'm just starting to figure it out. I wish I knew then what I know today. I wish I could go back about 20, 25 years and understand more about life and understand something that Jim Rohn says that I love, '*profits are better than wages*', and they are.

The absolute worse day in business for myself doing network marketing is better than the best day I had working for somebody else. Because I know it's for me, building my future, spending time with my family and I don't have to beg for time off.

I don't have to have my job threatened because I want to get married on a Wednesday, instead of some other day, because I want to take my vacation differently than the norm. And that actually happened. Nobody should have to live life like that. You should be able to have the freedom to do the things you want in life.

I also believe we should all be focused on doing good. Good for those that can't do for themselves. If we're limited by our time, if we're limited by our income, it's sad. Working for somebody else just doesn't allow you the same freedom.

MK: I love it! Thank you so much, Ted. Is there anything else you'd like to add as we wrap it up here?

TH: Probably nothing that wouldn't take me on another hour tirade. It's interesting, when I do generic training I have people ask me where

something I just said came from and I just say, when you've been doing something for 16 years the information is just here and sometimes you don't think about it until you start talking about it. Something precipitates it.

For me to simply sit down and write doesn't always work out, but as I start engaging people and hear their life stories then life experiences kick in and anecdotes about the places we've been come up. In this business people always want to know, what's the magic bullet, what's the script, what do I use...

I say do everything because you're going to learn from your mistakes. And if you're really smart you're going to learn from other people's mistakes.

If you come in and get the ego out of the way and follow whatever it is. If you've got a support line of people that are very, very successful, why in the world would you want to go do something different? To coin a worn out phrase, why would you want to recreate the wheel? Why not follow what it is that they have and then when you reach a level of success, like I tell people, when your check reaches \$8-10,000 a month or more for a year's time, you have probably become a leader. If you then want to recreate the wheel and do something different, great! But until you get to that point, why in the world would you want to change what's working?

The point is, if something has been working well, and you can see the success in that process, follow the process. When you've reached the level of your support line, or you surpass them, then go recreate the wheel and do your own thing. Until then don't frustrate yourself by doing something that doesn't work.

MK: See, at anytime we can start life all over. And yes, it would have been great to understand it all when we were in our 20's but you know what? We are where we are and life's just beginning. And what excitement there is with the possibilities standing before us.

TH: You said that word, possibilities, and to me that is such an incredible word. Too many people today live life on probabilities. Too many people

live life in an attempt to be safe and secure and the reality is that with the way this world is today, that safety, that “steady paycheck” is not security at all.

Once we move our thinking from probability thinking to possibility thinking it's like a whole new door opens up.

It's like a gigantic door on a huge warehouse opens up instead of the tiny door of a house. It's just phenomenal what opens up; a whole new world opens up when we go from probability thinking to possibility thinking. What we have at our disposal today, with our thinking, our forward thinking.

I tell people all the time there are still these people with negative perception about network marketing and I say who are you going to listen to? Are you going to listen to the clerk at Walmart or the kid flipping burgers at McDonald or bagging tacos at Jack-in-the-box? Or are you going to listen to the Robert Kiyosaki's and the Donald Trumps and the David Bach's and the Paul Zane Pilzer's and the Warren Buffet's and the Richard Branson's? The people who are millionaires or billionaires in the world that are embracing, becoming a part of, talking about the network marketing industry; are you going to listen to them or the guy laying in the gutter? Where are you going to get your financial advice from? Look who is embracing the industry today. Those people are possibility thinkers.

We just want to move into that realm. When you get somebody who will move in to that realm, heck, it's game over. They're on their way.

MK: Thank you so much Ted!



Ted Henry has been a full-time network marketer for over a decade. He has a passion for teaching others to live purposeful, debt-free, inspired lives focused on God, family, integrity and service to others. He and his wife are currently in the process of developing a Foundation that will provide funding for Children's Orphanages around the globe. He has a network that numbers over 10,000 people in nine countries around the world and enjoys the freedom that Servant Leadership has blessed him with.
