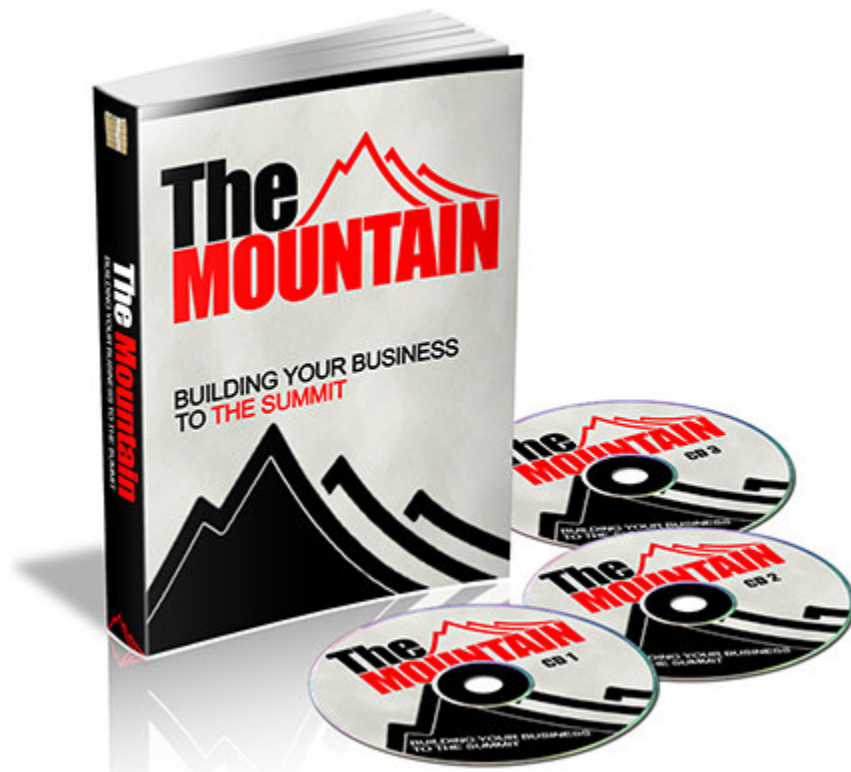


# The Mountain

Business Master Reveals The Million Dollar  
Secrets For Making A Fortune



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## **Terry Telford**



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

**Terry:**

Hi, you're listening to Terry Telford from TheBusinessProfessional.com. We're very lucky to have Dr. Joe Rubino here today who bills himself as North America's Success Coach. He has a best selling list of books, tapes, and courses about the length of my arm. They're available in 22 countries in 14 languages.

Just to give you an example, one that he has is, Restore Your Magnificence: A Life-Changing Guide to Reclaiming Your Self-Esteem. Another is, Secrets of Building a Million Dollar Network Marketing Organization: From A Guy Who's Been There, Done That, and Shows You How to Do It Too. Another one is 10 Weeks to Internet Marketing Success: The Secrets to Launching Your Very Own Million-Dollar Organization in a 10-Week Business-Building and Personal-Development Self-Study Course.

If you want to find out some more information about Joe, you can hop over to [www.CPRSucccess.com](http://www.CPRSucccess.com). Joe is also a professional MLM kind of guy. So, I'd like to say thanks for taking the time to talk to me today, Joe.

**Joe:**

Terry, it's a privilege.

**Terry:**

Thank you very much. Maybe you can tell us a little bit about yourself. What's your background and how did you end up getting into the MLM industry?

**Joe:**

In 1991 I was looking through the back of a dental journal, being a dentist at the time, and I had just recently attended a lecture given by a periodontist who was also an attorney. At the time, he was talking about the negative effects of alcohol mouth rinses on cavities and the link that they had to cancer. So, at the time, I was not looking for an opportunity; I was just looking for a product for my patients. I came across an ad in the back of a dental magazine that mentioned a little about an alcohol-free mouth rinse, a little bit about establishing a profit center in the practice, and a little bit about personal development having your life work living in choice.

I was intrigued and also curious about what those latter items meant. I called and spoke with a doctor from Indiana and he introduced me first to the products. Long story short, I tried the products with some

of my patients, experienced great results, and from there on was open to the network program. My introduction was kind of back door and I didn't have a very positive idea of the industry at this time.

**Terry:**

What was this product?

**Joe:**

The company was Oxyfresh Worldwide, and they have six different product lines. One of them is an oral health line.

**Terry:**

So, maybe we should take a step back. What is MLM or multi-level marketing?

**Joe:**

MLM, or now as it's usually termed, Network Marketing, is a means of distribution in which an advertising budget of a company, instead of being paid to promote the company through traditional means, those funds are distributed to individuals by word of mouth to promote the company, and share the benefits of the products and the company's opportunities with others. It's a great out-of-the-box means of advertising in which people are rewarded for doing what they're already doing which is recommending products, services, and companies that they love and are happy to tell their friends and family when the occasion arises.

**Terry:**

Don't you find, with a lot of network marketing companies, that the focus shifts from the products to simply recruiting people for a downline?

**Joe:**

There are two different approaches. One is to recommend the products, and one is to use the products and recommend them as part of the way to build an income at home. Either of those are important aspects to building a successful network, both from a product approach... if the products aren't exceptional and aren't good enough that people can't wait to suggest them to others, then the company isn't going to have a whole lot of fuel behind it's growth. The products form the foundation upon where the income opportunity needs to be built.

**Terry:**

Okay. So, you would recommend products first, income opportunity second.

**Joe:**

I would recommend choosing a company that has exceptional products so when you're promoting the income opportunity that it's sourced in a solid company with solid products. Personally, I have enjoyed building both ways by recommending products when that's appropriate and recommending the income opportunity when that's the way to go. It depends on who the prospect is and how you can attribute to that person's life to determine which approach you're going to take.

**Terry:**

What makes network marketing different than a pyramid scheme?

**Joe:**

Pyramid schemes really give legit network marketing companies a bad name. They're very different than the legitimate companies. Pyramid schemes are typically things like chain letters and front-loading companies. They're not based on solid products with solid ethics. There's an entire set of guidelines here in North America put out by the Direct Selling Association that separate good, solid, legitimate companies from pyramid schemes.

Some of the things that you want to watch out for with pyramid schemes is that there is not a solid product being sold. It's often times an informational product of a scam product that is really not of any particular value. It's a scheme that's being promoted to have people make money with the unfortunate happening that those who get in later will pay the price. When the company is put out of business, because all pyramid scheme companies are eventually, then the people who were involved lose what their investment was and give legitimate companies a bad name.

The thing to do is make sure that the company you are joining is a legitimate company with a great reputation that is credible, has leaders with integrity, and a product line that will have value on its own. The pillars that a company needs to go forward will be in place so that your children and your children's, children's, children will be able to receive checks from the efforts of your building now.

**Terry:**

So, the difference between a pyramid scheme and an MLM company really focuses on the integrity of the company and the integrity of the product. Are they not built exactly the same way... where you have somebody on top and that person signs up two people and that person signs up two people? The actual structure of the downline is the same, is it not?

**Joe:**

The difference between a legitimate company and a scheme is the fact that it's not built on any substantial, solid foundation. Although both concepts have people who introduce people who introduce people, and the multi-level aspect is similar, other things are different.

The most well known pyramid scheme is chain letters, where people are encouraged to send money to the first five people on the list and then add their name to the list. That sort of approach has no product associated with it, it is not based with a company that has passed any cultural commitments with integrity, it is not recognized by the DSA or any legitimate bodies who help to self-regulate this industry. So, people who are involved in those scams will always go under, and unfortunately they will take a lot of people with them and leave a bad name.

**Terry:**

Okay. The industry average for network marketing success is about 3% to 5%. Why is it so low and what are people doing wrong?

**Joe:**

Unfortunately because this is a volunteer type business, people don't treat this in the same manner that they would treat a professional income or professional occupation. They do it sometimes when they feel like it, which may just feel like an inconvenience. So, it's not pursued from a solid business prospective and no business plan is put into place.

My new book, The Seven Step System to Building A Million Dollar Network Marketing Organization, actually addresses that exact question because people don't have a solid system or the belief in what they're doing or the structure to support their success. They don't take on personal development to make themselves an attractive sponsor or business partner.



They're also not speaking to enough people. So, when they take it on as a hobbyist type perspective, without constantly looking for what's missing that if put into place would make their subsequent conversations more productive and effective, then they get rejection and quit. They never do perfect their skills to the point where they're attractive to others that may want to join them in partnership.

**Terry:**

Okay. How many network marketing companies or products are you promoting right now?

**Joe:**

I am still promoting the same one that I was introduced to 13 and a half years ago: Oxyfresh Worldwide. That's my only network marketing company.

**Terry:**

How much on an income do you develop each month?

**Joe:**

Well, I was able to replace my high, six-figure, dental income. We consistently do that by supporting other people to develop life-changing incomes of their own.

**Terry:**

Are you in contact with your downline on a daily basis?

**Joe:**

Absolutely. We have weekly training calls for our people as well. I do many three-way calls on a daily basis. We meet two or three times a year at different locations around the country or the world. So, yes: I am very actively involved.

**Terry:**

How long did it take you to develop your downline?

**Joe:**

I was able to replace my dental income after about 18 months. So, at that point, I saw that this was going to be my future: supporting people to make their lives work. Network marketing is the financial vehicle to do that. I transitioned out of dentistry and I retired and sold my practice at the age of 37, and I'm not 48.

**Terry:**

Beautiful. How many people do you have in your downline?

**Joe:**

We have about 52,000 distributors and customers total.

**Terry:**

Wow. To me that sounds significant. Is that significant within Oxyfresh?

**Joe:**

Yes, it's significant. We're one of the most successful distributorships in the company. Our success is due to the fact that we have a number of other people who have been successful. The great thing about network marketing is that any individual success is dependent on championing the success of others. So, the only reason why Oxyfresh and the network marketing concept has been so good to me is because it's been good to a lot of people that I work with, and we have benefited from their efforts and success.

**Terry:**

Excellent. If I wanted to get into a network marketing company, would you recommend Oxyfresh? And why would you recommend it?

**Joe:**

Absolutely. At Oxyfresh, we have a 21-year track record of supporting people to build successful home-based businesses. If you look at the leadership starting at the top and going all the way down the line, they're all leaders with integrity who are known in the industry for their vision work and for supporting people to be successful while maintaining the culture of integrity and honoring others, which is critical in all other good companies that are out there in the industry.

**Terry:**

Okay. So, what steps would I have to take to ensure my success? If I said, "Okay Joe. I'm going to go ahead and start an Oxyfresh business of my own. What do I need to do? First, I sign up under you, then what?"

**Joe:**

We actually would go through the ten steps to success at Oxyfresh, which is a simplification of one of my books. The first step is to create a vision for your life, including the financial aspect. How much money would it take to live in choice? We would go through every aspect of

your life. What would you have? What physical toys and things like that would you have?

Where would you live? What would you surround yourself with? What would you do on a typical day at work or at play? What qualities would you be known for so that you can be proud of who you are and fulfilled in life? Who are the people that you would contribute to so you live your life purpose and live your days in meaning?

We specify what that vision would look like, and of course that vision is going to take money. So, we look at how many thousands of dollars you need to earn a month to be able to live a life of choice where you don't go to work for someone else in such a way that you would do it just to put groceries on the table. If people wouldn't work for free, then they're typically not pursuing their passions and their vocations are not their avocations. So, we look to merge the two together to make work play, and have fun at what we do.

Then, we would structure a detailed plan to have you earn whatever that level of income to make the difference in your life would be. We'd look at how many people you need to speak with on a daily basis, where you get your people from, and where you advertise. We also see if you'd prospect in any of the niche markets, and if you're going to introduce people that you know of to this company.

We'd come up with a specific plan and we'd also come up with a personal-development structure, which would have you maximize your personal effectiveness with people such that you constantly become more powerful in your presentations and more attractive to others. As your charisma goes up, people will see you as something they might want to join with.

**Terry:**

Okay. So, we have a vision and a plan. Can you give me the other eight steps?

**Joe:**

Well, sure. Some of the other steps are, in addition to creating your plan, are that we would create a personal development structure so that you would actually look at what qualities you need to work on as you go to be more attractive, more successful, and more productive in what you do.

We'd also look at what pathways you'd prospect. We'd look at the personal development qualities that you take on, such as honoring your commitment and taking responsibility for your success. We'd look at what consistent and persistent action looks like in your business. We'd look at how to make powerful requests. We'd also look at what stepping into leadership would look like for you so we would create a leadership plan. We would start to have you do things that would be in line with who you declared yourself to be.

I mixed those up together in summary, but those are the basics of what we would do. We would take you from where you are to where you want to be and add in all of the missing elements that you might need to get you there.

**Terry:**

So it's really a step-by-step self-development program.

**Joe:**

Absolutely. It marries the two concepts of business development and self-development so that as you grow your business, you grow yourself. Your business strives as a result of you being of service and positively impacting the lives of others. So, wherever you are stopped in your life, wherever you're stopped in your ability to communicate positively with people, wherever you're stopped in your believe level, wherever you're stopped in your ability to impact people out of who you are, we work on that as well as hitting the numbers and speaking with enough people.

When you combine those two, you speak with enough people consistently and persistently, and you also work on who your being is. You speak to them to move a conversation forward and to show people that if they join you, you'll show them exactly what it takes to be successful in introducing others. Then, you'll have the two primary elements of success.

**Terry:**

That brings up a good point. What if I don't have a large circle of influence of people that I know, and I don't like going up to people and selling. What do I do and who do I contact in that respect?

**Joe:**

Well, Terry, I was in that same place. I said I came in the back door because I wouldn't have necessarily answered a network marketing ad because I was very shy and introverted. I did not want to speak to

friends or family about any opportunity. So, when I saw that there was value here in producing an income that would eventually equal and exceed my dental income, I needed to find a way to do it without pestering people.

So, I developed an advertising strategy where I brought people who were already interested to me just by advertising inexpensively in various publications, by doing trade shows where we put ourselves, opportunity, and products in front of people, and a number of other pathways where we are already going to those people who have an interest. All we're doing is identifying who they are and supporting them to have their questions answered. It takes all of the rejection out of network marketing that way.

**Terry:**

Okay. Is there one main way where everybody could achieve success? Or, are there different pathways to success?

**Joe:**

There are a number of different pathways. My job as a sponsor is to help find out which pathway works for other people. If you were to join me in Oxyfresh, I would spell out for you four or five of the typical pathways. I can give you some examples if you like.

**Terry:**

Sure. Yes, please.

**Joe:**

The first pathway would be for one who likes to speak with people that they know or know of. We would create a names list of people that you know who you would just notify that you're in business. You would bring them to me and I would make a presentation for you and we would put them into your business.

The second pathway would be an advertising pathway. In that manner, I would show you how to place very inexpensive classified ads in different publications whether it be in newspapers, magazines, or online or traditional journals. We would develop prospect or leads from those ads. As part of our system we have a prerecorded 800 number that people would call. If they're interested after hearing the brief message, then you set up a call with me. That's pathway number two.

Pathway number three would be to actually prospect in a certain niche. We have a pet care line that targets pet owners, pet stores, groomers, veterinarians, breeders, pet sitters, and any pet related professionals. We have some people who are enrolling five people a week just by targeting that niche. We have support materials that specifically spell out the benefits for those folks and their pets. That is another strategy where you could easily just go online, get a list of pet professionals in your area, and find out which of those are interested in learning the benefits of our product line.

Another way would be to do trade shows. They could be pet shows, dentistry shows, business fairs, or health fairs. There are a number of different shows where you would go and operate a booth for a day or two at a show. You may be introduced to 200 or 2,000 people over the course of a day or a weekend. So, you would be following up with those people by getting the people who are interested to give you their information.

There are a number of other pathways too, but you get the sense that there are a number of different ways to make this work. Our job is to find the best way that works for you.

**Terry:**

Okay. I'm in Norway, and you're in the states. Would that still work for us? You speak a lot about being personal, and if I'm talking to someone and I'm doing a presentation I can bring him or her to you. But, that's a very long plane ride. How does that work if we have a long distance? Can we do it on the phone?

**Joe:**

Absolutely. I built all of my organization on the telephone. Oxyfresh is not open in Norway, so you wouldn't be able to build a business in Norway if you joined us in our company, but the concept of long distance sponsoring is one that we excel in. We do all of our presentations on the telephone, we work a lot on the Internet, and we meet face-to-face three times a year somewhere that's a fun destination where people can bring their families. So, we get to know each other personally in that manner.

**Terry:**

So, what is your main way of finding prospects right now? Are you going out physically finding and talking to people? Or, do you run a lot of advertising and wait for the leads to come to you?

**Joe:**

The top few things that I do and that I teach my leaders to do are to place a set of classified ads, to be effective in following up with lead lists, which are people who answer our ads, and be effective in prospecting in different niche publications where we take a group and target that group in magazines, newsletters, newspapers, and bulletins.

What we found, Terry, is that if you can target a group, speaking such that you call people by name in that group or profession, you already have some commonality with them, so they see that you share a common bond. You are able to break the ice and create value that much more easily. You can show them how they can attract people just like you and they are, who would also be interested in creating a second income. Those are some of the key methods that we would use to build a business.

**Terry:**

Okay. You have an audio cassette series, which is a self-study course called 10 Weeks to Network Marketing Success: The Secrets to Launching Your Very Own Million-Dollar Organization in a 10-Week Business-Building and Personal-Development Self-Study Course. In there, part of what you're talking about is creating success through specific, massive actions in a 10-week period. Can you give us a couple of areas that you would focus on to support distributors, enhance their effectiveness with prospects, and basically increase their enrollment ratios and how they do their business?

**Joe:**

I'd be happy to. This is also available in CDs for anyone who is interested. Let me just tell you what the ten weeks are, if that would work. The first week is actually to set up a powerful 10-week action plan and project. We look specifically at all of those things that I just mentioned. How many people will you be speaking with? How many hours per day and per week would you be in conversation with prospects? Where will you get these people to speak with? What will you say to them? How will you move the conversations forward? And what qualities do you need to work on to be the most attractive business sponsor that you could possibly be?

The second week is about prospecting your niche marketing and developing your pathways to success. This is more about targeting certain areas that you have credibility with, or that you have a shared

common interest with and finding out how you can best introduce to people who want to hear what you have to say.

Week number three is persuasively influencing your prospect to contribute value. That is, how can we create an opening to be heard in our conversations so that prospects want to hear what we have to say? You really just ask questions that put you in the prospect's shoes. Find out what's important in their lives and what's missing in their world, so you have a place to contribute to them. This will show prospects that you've created a commitment to support their lives, and then you can contribute to whatever is important to them.

Week number four is building your business with velocity with making powerful requests. We look at the anatomy of a powerful request and how to make a request that is heard and acted upon by your prospect. Requests have to be in the prospects best interest. So, there is actually a science to making powerful requests. We spend a whole week showing you how to make those requests as you go out into your business with the people that you speak with.

Week number five is all about commitments and honoring your commitments rather than those decisions of convenience that most people operate out of. One of the things that you asked is why do most people not succeed in network marketing, and that's because they're not clear about what they're committed to, and their actions aren't consistent with those commitments. So, this week helps to clarify what you're committed to and also helps establish what your prospects are committed to so you can support them and you know how to best keep them in the game.

Week number six talks about the personal development structure and evaluating your progress on a regular basis. We actually look at what qualities that you'd need to take on. Let's talk about the top three qualities that most impact someone's business. We look at what's missing for them that has them show off as powerful, charismatic, successful, and effective with people. For me, as an example, when I first started, one of the things that I was not good at was developing rapport with people. So, I took on asking questions, getting into people's worlds, finding out what was important to them, and then creating value, which is the second characteristic that I took on. Instead of just talking about my company's features, I would find out what was important to my prospects, and show them how they could attain that here. I created value for them.



If they wanted to earn \$5,000 or \$10,000 a month, I would show them a plan that would bring them to that level. That's creating value. The third area was making powerful requests, so I would work on what is important to that prospect so I could find out what step I could suggest to them to have them closer to realizing something of importance to them. By making a powerful request that's in their best interest, grounding it in time, getting it by a certain date that they're going to get back to me on it, it really sets up a structure to support your success and show people that you're effective in what you do and you're serious in moving the conversation forward.

The next week we talk about listening, how we typically listen, and how we can listen more effectively to our prospects, so we can identify how their listening is preventing them from moving forward, and how their listening is coming up with some objections that are preventing them from getting into action. Listening is a big part of our program. We support people to identify what their automatic listening is, how they usually listen, and how they can listen more on purpose in order to support others with intention.

We also talk about taking responsibility and embracing problems. There is a whole chapter on identifying when problems come down the road and how to respond to them. Do we respond like most people where, when we have problems, we quit in order to get rid of the problem? Or do we embrace the problem and look for the seeds of development in the problem, where we can be more powerful in handling and expecting more problems without letting them derail our commitments and vision for what's possible in our lives.

We support people to be powerful in the presence of problems, and to not let them side track them or have them fail and not realize the success that they want. We also look in week number nine about connecting with others. What are some of the ways in the secrets to actually developing that charisma that has people want to be with us and be attracted to us. So, this chapter talks about connecting with others, getting into their world, having them see that you're speaking from your heart to their heart as opposed to you rambling on in some intellectual exercise that they're not interested or connecting to you with.

We also look at stepping into leadership and being the source of your success. We look at the elements of what leadership is and how people step into leadership and declare themselves a leader. We also look at what characteristics characterize true leaders in our business,

and how anyone can go from where I went, which was a very introverted person who wasn't a good follower, to someone who declares themselves a leader, and as a result of that moves their life and business in a forward manner. It's really an A to Z business and personal development structure to support people in getting to where they want to be.

**Terry:**

Excellent. One of the points that you mentioned is that you have questions that you ask people to get them to tell you the information that you need about the stage they're at in their life and that sort of thing. Can you give me a couple of questions that you would ask that wouldn't seem awkward or out of place? If just met somebody and we were having a normal discussion, what kind of questions would I ask them to put me in a position to share with them and tell them about my product or opportunity?

**Joe:**

Well, it all depends on how the person is in relationship with you. Is this person attracted to you because of an ad? Do you know this person already? The first foundation is that you have to have rapport developed with the person. You have to have created an opening so they want to listen to what you have to say. One of the ways that I would do that is say, "Terry, one of the things that we do is support people to create life-changing incomes from their home. I'm not sure this is for you, but is it okay if I ask you some questions to explore the possibilities to see if you might have an interest?"

By asking that first question, it sets up for other questions. If you said, "Sure," I might say something like, "Terry, tell me a little bit about yourself. Who are you? What do you do for a living? Where do you live? Tell me about your family. Tell me what's important to you. What do you like to do on vacations, weekends, and holidays? Tell me a little bit about what you would do if money weren't an object."

I like to lay out a very broad question like that so people are in choice about what they tell me. Some people who are more reserved might talk a little about where they live, and that's fine. So, we'd have a conversation about their residence. Others like to identify themselves with what they do so they talk about their work and I'd ask further questions to find out if they love what they do or if there's some dissatisfaction with their work or what they get paid for. Others might talk about their passions and what they love to do but don't have the money to completely do.

Others might talk about their family and some of their family's goal, and I might look to see if they have enough income to support those goals. If they have kids that are going to college, we can see if they can fully fund that. If they love to travel, we see if they have enough money to see the world. If you listen to what's important or what's missing in someone's life, you can redirect the questions to see how you can best help that person with your opportunity.

Once you identify what's important to them, it's easy to transition that to show them how they could develop an income by working with you. Now, you have their interest because you've created value for them and you are willing to contribute as opposed to getting them to do something. So, one of the things I like to do with people, if I'm sensing that there's any resistance or if they think that I'm a typical sales person trying to get them to do something, I'll just reverse that and take the pressure off of them.

I'll say something like, "Terry. I don't know if this is for you, and I have no expectations that you have to do anything today, I'd just like to ask you a few questions to explore some opportunities and see where it goes. If there's a fit, that's great. I will commit to get your questions answered. If you decide that you'd like to work in partnership with you, my further commitment would be anything that it takes to support your success."

I speak partnership and commitment with them frequently, and I key my questions and conversation to what I hear is of interest to them. When you add up all of these points, your enrollment skills increase because you're now directing your conversation to what's important to your prospect, as opposed to just dumping information on him or her.

**Terry:**

Okay. That's a ten-week process. As I'm going through this process, is it something that I'm doing like a textbook or am I actually out there trying to put this into action?

**Joe:**

You actually listen to a CD or cassette tape, and do some exercises in a workbook that asks you some questions so when you're actually going out there speaking with people, you have these areas to focus on and concentrate on your efforts. I'll give you an example. The week on making powerful requests talks about the different components to a powerful request and what people's options are when

you make a request. They can accept them, decline them, counteroffer them, or ask to get back to you at another time with answer to your request. These are all different choices that they have. A powerful request would have a "by when" attached to it. So, I would say, "Terry, would you be able to give me your answer by Wednesday?" You might say, "Joe, I can't get back to you by Wednesday, but I can by Friday."

We teach the essence of making powerful requests that are in the prospects best interests, and then you'll go out and pursue what we call a daily action commitment. That is a number of quality conversations that you are going to commit to day in and day out as you implement your project. As you speak to people everyday, you're going to focus on how well you made your request. Is your request in your prospects best interest? Did you set a date along with the request? Is the request something that the prospect has agreed to and that you are going to follow up with? Those are just a few of the different areas.

Each of the weeks have the exercises and questions that you would ask yourself as you go about the process of building your business and speaking with people. The intention there is to consistently take each week and add the next week's exercises to it, but you will get consistently more proficient in your conversations and more effective in your communication with people as you take on the exercises week after week.

**Terry:**

So this is a real learn by doing approach.

**Joe:**

Absolutely. It's not something where you can do it all in your office with a headset and a book. You have to go out there in the world and gather the distinctions of success. It's kind of like riding a bike. If you went to the library and looked up bicycles, you'd find out that they have seats, peddles, and wheels. You can learn all about them, but until you actually get on the bike, wobble from side to side, and fall a couple of times... until you find out the distinction of balance, you're not really riding the bike.

It's the same in network marketing. You can learn everything you need to learn by studying in isolation for years, but unless you're out there with feedback on how you're doing after each conversation, it's

not likely you'll make those breakthrough strides you're looking for, for business success. So, it's definitely a hands on approach.

**Terry:**

Excellent. You mentioned just a couple of minutes ago that when you request information from somebody, you give them a deadline. You say, for example, "Terry, I don't know if this is something that's interesting for you, but can you take a look at it and get back to be my Wednesday." If I say, "Sure Joe, I'll give you a call on Wednesday," but then I don't, what do you do? Do you chase that person or wait for them to call you back?

**Joe:**

I would back up one step and, as we're making the appointment, I would say, "Terry, I have a favor to ask of you. We set this time up for Wednesday, if there's any reason you can't make it on Wednesday, would you kindly let me know at least 24 hours ahead so I can give that time to someone else? I'd like to be able to honor other people with that time if you can't make it. Does that work for you? Are you willing to call this 800 number or write an e-mail to this address to let me know if something comes up and you can't make it?"

I would get your agreement to that. Let's say that Wednesday comes and you still don't show up. There are three likely scenarios: either you forgot, something came up that was legitimate to get in the way, or that you didn't know how to tell me know and you agreed to something that you had no intention of following through with. What I would do is send you an e-mail and find out if something came up and ask you to let me know if you are no longer interested or see if you would like to reschedule. If you don't respond to that, I would call once and leave a message on the machine, if you don't answer, and again give you the options of rescheduling with my toll free number and e-mail.

Then, if I don't hear from you, I'm going to take it that you're not a good prospect. If people are not capable of following through on their commitments and on their word, then they're not going to be very good business partners to work with. I would actually be grateful to learn that early on so I don't invest a whole lot of time and effort with this person if they're not even committed on their own to follow through on their word.

**Terry:**

It's really a sifting process from the beginning.

**Joe:**

It's consistent. It's the kind of thing where I make a move, you make a move, I make a move, you make a move, and I make three moves. My commitment is totally to my partner's success, but people need to work with me along the way. This is because, when you chase people, you act desperate, and desperate people are not attractive business partners or sponsors.

It has to be a mutual thing where people are working together with some agreements, so one of the things that I talk about in my books are partnership agreements, for example. This includes getting clear up front the responsibilities of the sponsor and the person sponsored are on both parts, and how those people are going to honor each other as the partnership evolves. This is so, if there is a breakdown, and someone goes out of communication, it will be very clear as to handle this and where to move next.

**Terry:**

Okay. So, this ten-week plan... I'm sure you've experienced this kind of thing as well... where someone comes in who's excited and the motivation is right there, but week number three comes along and they start to fizzle away and they don't even make it into week four. How do I, personally, stay motivated to continue on through the process? That's one of my biggest problems: I start out with something being very motivated, I'm all excited about it, and then four weeks later, the excitement dies down and I fizzle away.

**Joe:**

There are a number of different elements to support you to help you stay in the game and stay self-motivated. The first is developing that vision that we talked about that will inspire you to stay in action and inspire the people you speak with. We also would develop a detailed action plan that we break down to a daily action commitment where everyday you know exactly what you're committing to in terms of action and speaking with people.

We'd also have an accountability structure in place, where I would work with you to support you to be accountable to what you say you're going to do. By keeping in communication, I'm not going to let you go too many days falling off the wagon and really not honoring your commitment and what you promised to do. If that does happen, then what we'll do it is reevaluate your commitment and see where you stopped. The coaching process comes in and helps people get unstuck

and to recommit to their commitments in a way that has them experience success as opposed to frustration.

What usually happens when people make a commitment, the first thing that shows up in their life is a problem or an interruption to that commitment. People say that they want to build a business, they're all excited, then they start speaking with people, and perhaps because they're creating significant value or they're not finding out what is important or missing, they're not being persuasive in influencing the prospect. As a result, they make up that no one wants to do this, instead of making up that he or she is a novice at this. A structure to support them in getting better conversation to conversation is what's really needed here.

When people know that they're in the process of developing their success, and they know what to expect and they know what the challenges are going to be, they're a lot better able to handle them, as opposed to going in expecting to be successful, then encountering rejection and quitting because it's not what they thought it was going to be. Everyone that is willing to take on the two elements of being in massive persistent and insistent action, and looking at how they can be effective in their communication with people while creating value... if they're willing to take on those two elements and realize what's missing that can be put into place to impact either of those areas, now they have a chance to consistently break through their stops and to be effective in their conversations.

**Terry:**

So really stretch to the next level of being uncomfortable.

**Joe:**

It's not so much about being uncomfortable, but more about being committed to your commitment than to your comfort. We're all committed to something, and it's usually our comfort. Getting out of that comfort zone and being uncomfortable is part of the growth process, as well as stepping into the declaration that you are a leader.

That's part of the conversation of what to expect and how to keep people engaged in the level of... being out of your comfort zone is not only something that is desirable, but it's part of the growth process and it's what we want because it's in line in what we declare ourselves to be. This is someone who is able to break through and constantly improve. Everyday is another opportunity with new challenges to enhance who we are in the world.



**Terry:**

That's a good point in the comfort zone conversation. Can you give us a few stories and examples on what happened to you when you were first out there stretching outside your comfort zone? Did you have any experiences where you went to talk to somebody and something disastrous happened?

**Joe:**

I had a lot of experiences like that. Remember, I was a very poor communicator. I was not good at developing rapport and getting into people's worlds. I can remember many times where I was so hungry for success to happen that I would drive several hours. I remember one time driving to Cape Cod and one time driving to Maine. One is about two and a half hours and one is about three and a half hours away from my home. I went there to have a brief meeting the first time and actually have someone not show up the other time. I was ready to throw in the towel and quit.

I just had to look at what was missing from the conversation that would have this happen. So, what I learned to do in this example of driving for hours without pre-qualifying a prospect, was to have a nice conversation with them on the phone to develop a bond and a connection with them first before meeting with them. This will make sure that the physical meetings are more productive. What I learned to do now is to pre-qualify people, give them assignments over the phone or on the Internet, have them check things out, answer their questions, and really see if he or she is a real prospect before we go to the next step.

I've learned that, whenever something doesn't go according to plan, something is usually missing. I've trained myself to look for that missing element that I could put into place to be more effective the next time. I look at each of these breakdowns as an opportunity to break through and achieve some level of success that I was not prepared to achieve before.

**Terry:**

Let's talk about supporting other people to be successful. What can I do to get somebody to do what I want them to do? Basically, do you have some sort of way or tool to get people into action? Generally, people are lazy. How do I give people a kick in the butt, get them to what they should be doing and get them moving along?



**Joe:**

First, I'd like to address two of the things that you said. The first was to get people to do what you want them to do. My first golden rule of prospecting is to give up the right to get people to do what you want them to do. The flip side of that rule, step number two, is to look to contribute to their lives and to create value that will self-motivate them to do what you want them to do.

The second thing I want to speak about is that you mentioned that people are lazy. Whether that's true or not, I don't hold it that way. I hold it that people are always committed to something, and sometimes that something is their pleasure or their comfort. So, how can I create enough value in what I'm doing to get people to be self-motivated in order to get them to follow through on what they say they are going to do?

There are a few elements there, Terry, and one is creating the structure for people to believe in themselves and to believe if they follow through and carry out the plan that I'm putting forth in front of them, that they can expect a few things. One is that they are going to have some rejection. They can expect to identify some things that didn't work well. They can expect to identify some things that can be put into place that may make their next conversation more powerful. They can expect that if they take on the same commitment to developing themselves positively through conversations and through charismatically impacting people, that they can only improve if they take this on from a serious commitment.

What I would do is, I would have this conversation with people right up front about how problems show up when people make commitments and what they typically do is quit if they're not committed to breaking through those problems. The people that I work with are clear about what my commitment to them will be and I need to be clear about what their commitment to me will be. The worst thing is to have unrealized expectations because it's not what people thought it was going to be. I lay this all out front in my initial conversations with people when they come on board.

If they do decide to join me and they do commit to their success, then they know that I'm going to have some expectations on their part that they follow through on what they say they're going to and that they commit and follow through on that consistent level of activity, that they constantly look at putting themselves in personal developments so they will always become more effective in their communication.

When people take on this whole process, that whole lazy conversation goes away because laziness is really what we perceive to be on the new distributors end, when we're not in development with them with what's going on in their world and why they quit.

I hold it that people are magnificent and fully capable if given the tools, and if we're on the same page in respect to the plan and following through on it.

**Terry:**

Okay. Something that I noticed in a lot of your products is that you really stress the important taking responsibility for the success of your business and personal life. Can you expand on that a little bit?

**Joe:**

Sure. The way that I'm holding responsibility is in a way that's not the same as the word is usually perceived in the world. Most people hear fault, blame, and failure with responsibility. In other words, you're wrong, bad, or irresponsible if you don't do something. I'm using the word responsibility as the ability to respond. So, how can we maximize our power and our personal effectiveness, whatever the situation around us is? So, responsibility from this perspective is that we are the source of everything that shows up in our life. Whether that is true or not, it's a declaration that we make and that declaration allows us to impact whatever shows up.

As an example, if I'm responsible for my business success, and I'm not enrolling anyone, then taking responsibility for this will have me asking the questions, "What's missing in terms of creating value for people to have people join me? Am I speaking to enough people? Am I listening to people and finding out what's important to them? Am I getting in their world so they trust me? Am I dumping information on them? Or who am I not being so that they wouldn't want to join me in partnership?"

By putting yourself around those questions, we end up being responsible for our results showing up because we're constantly trying to put in place the missing elements. Perhaps we're not speaking with enough people. Perhaps we're not being powerful enough with them. Perhaps we're not following up consistently. Whatever that missing element is, I will only know if I'm looking there and if my coaches are supporting me to identify what those missing elements are.

That brings up another key element to success, which is the whole idea of coaching. There are always some elements that we don't know we don't know in our lives and in our business. Typically there are areas that we are blind to. What it looks like, typically for most people, is doing the same thing, or a slightly different version of something, and expecting to achieve more success. We're blind to what other people are seeing that we're not seeing. Let's talk about enrollment in that conversation.

It's like having bad breath, and everyone you talk to knows you have bad breath, but you don't know you have bad breath. So, when you're talking to your prospects, they perceive that you're being pushy or slick or whatever it is that's unattractive to them. You think that you're doing the best that you possibly can, so you're missing what would actually make them attracted to you. So, we would create some structures like tape recording calls, listening to your partners on a 3-way call, listening to presentations, and alternating with your presentations.

There are different ways for you to break through whatever those stops are and to gain key insights to why people are not joining us. There's already a reason. If we take responsibility for uncovering those reasons, we can take our business and move it forward by putting those missing elements into place.

**Terry:**

Okay, super. What do you see as the biggest problem or stop that derails them from achieving their own personal success?

**Joe:**

Well, most people quit before they actually get to experience success. It's because they're not speaking to enough people consistently over a finite period of time so they're not creating the momentum that would be necessary by speaking consistently and persistently over a brief period of time. As an example, you can speak to 100 people over a years time and not have nearly the same success as you would speaking to 100 people over 30 days time.

The reason is that your energy is going to be different; you're going to have a different perspective in how you're speaking with people. If you're in a personal development structure where you're looking at how to be more effective in the next conversation, just at being at that level of activity and looking to see what you can do differently or what elements you can put into place, you can create much more effective

results because you're in that level of activity along with getting the feedback of what's missing.

The bottom line is, people who are committed to those two areas, speaking to enough people over a long enough period of time while developing their skills and creating the value and developing the charisma that is necessary to attract people to them, if they can take that one as a six or 12 month project, then they can give up beating themselves up when someone doesn't come into their business. They can actually empower themselves to know that they are in this process that they're only going to get better and more effective in their communication. They will be attracting more and more people to them as they have faith in the process and hang in there.

**Terry:**

So they'll experience more success in a shorter period of time because they have more leads in the pipeline.

**Joe:**

Absolutely. They'll have more leads and they'll be able to know more effectively how to impact each conversation because they're going to be having more conversations and get better at each one.

**Terry:**

And that will help them as well so that they're not looking needy.

**Joe:**

Yes.

**Terry:**

They're not focusing on if each person comes in or not; it doesn't matter because you have another ten people waiting to talk to you.

**Joe:**

Absolutely. Desperation is the worst business partner because it makes us look needy. When we beg people to join our business, it makes it look not very attractive to others.

**Terry:**

Right. Something you mentioned in your books is transforming your problems into breakthroughs. Can you elaborate on that?

**Joe:**

Sure. As I mentioned, we have this feeling that problems are bad and should be avoided. What if we had the opposite approach to problems? That we expect them to happen and we welcome them when they happen because we know there are some seeds of growth in those problems that will support us to become more powerful and to become more effective. They break through wherever we're stopped and limited.

Instead of fearing problems, and when they show up we quit or go into a major funk, what if we started embarrassing them and looking for them and saying, "What problem can I declare today to actually break through? What would be necessary to break through this problem? Who do I need to be to be able to deal effectively with this problem? What's missing from me to have this problem show up in my life?" All of these are questions that give us different orientations to problems so that we can actually blast through them powerfully and not let them mess with our heads and stop our business growth.

**Terry:**

Okay. That's super. You have a book called The Power To Succeed, which is 30 principles for maximizing your effectiveness, and also The Power To Succeed, more principles for powerful living book number two. In those books you're talking about maximizing personal effectiveness and attracting other people to you. How do I go about developing my own charisma that is really necessary to have other people attracted to me and to my business?

**Joe:**

Charisma is a very hard-to-get-your-hands-on type of concept when you just look to develop it in a vacuum. Charisma comes from you getting clear about who you are in respect to how you contribute to other people. When you can develop an appreciation for who someone else is, get into their world, listen to them in a way that they've been heard so they feel honored and respected, listen to them in a way where they see that you're there to power them and support them in their lives, you now take on a whole new possibility in respect to impacting their lives. People like us when they really get to know us and trust us. That won't happen until we get to know them, trust them, and like them.

By asking questions that allow them to share who they are with us, and really listening to them in a way that they get that they are heard, we now have the ability for them to want to learn a little bit more

about us. So, the process of charisma is a matter of allowing us to get to know who they are and to like them for who they are and accept them for being that person. Then, once they get that we accept them and like them and know them and trust them and all those things, now they have the ability to take a look at who we are. If our motivation is pure... using network marketing as an example as someone who is there for the betterment, success, and support of our people, they're going to see that and they're going to see that those are qualities that are there to support them. They'll be attracted to that, and as a result, we'll have charisma.

So, in the How To Succeed book one and book two, there are 52 weeks of taking on a different personal development principle every week for a year, and constantly adding to the previous ones so that we go out into the world and we actually get to look at how we're communicating with others, how others are perceiving us, and where we are limited and where our foot is nailed to the floor because of the fact that we're doing things that don't support our excellence or our magnificence or our communication abilities.

**Terry:**

So it's really a lot about, while we're developing our own charisma, we're developing relationships with other people by showing them that we actually, honestly care about them.

**Joe:**

You can't develop charisma without developing powerful relationships. You can't develop it in a selfish scenario either. People have to see that you are there as a person that they want to get to know and be in partnership with, and a person who is not totally self absorbed and not totally into him or herself. The charisma comes from the result of people seeing who we really are.

When we let people in; when we become vulnerable to the extent that we let our guard down to let people into seeing the softer side of ourselves: the side that care about people and that lets the act be taken away, we take our mask off and let people know who we are from speaking to their heart from our heart. They get to see who we are and as a result, we are more attractive to them and our charisma increases and we actually get to communicate on that level with people.

**Terry:**

I think something that also goes along with charisma is somebody's own self-esteem.

**Joe:**

Yea. Self-esteem is a critical component for being successful in this business. Those who have low self-esteem, the good news is that there is a way to enhance that self-esteem and empower ourselves to complete with our past, to access what's going on in our lives today, and to actually design our future on purpose in such a way that we go forth powerfully with a high level of self-esteem in a way that supports our lives in partnerships with others.

**Terry:**

Okay... that kind of goes along with developing our leadership skills. If you're developing a network marketing organization, you have to start developing some leadership skills early on. What's your opinion on the statement: some leaders are born and some are made? What's your opinion on that?

**Joe:**

Well, Terry, I think they're both true. Some are born and some are made. If I look at my own example... I was not a born leader. I was introverted, shy, and quiet. So, not only was I not a great leader, I wasn't a great follower. I didn't attend meeting because that would mean that I had to speak with people and I was petrified to speak with people. Through the whole personal development process, I got in touch with what was costing me to have set up my life that way. I decided to declare myself a leader and declare myself as someone who was there for others and would be open to breaking myself up the way I had put my own life together in a way that I could now reinvent myself to be a people person.

I saw that there were some things I made up about myself that weren't supporting my success. We all do that to the extent that we're incomplete with our past. We make these things up and don't support our excellence and magnificence in the world. Then, we get to play small and we get to be stuck and live out of our struggles as opposed to what we're committed to living out of. The great thing is that we can break that up by reclaiming our esteem, moving forward, declaring who we are and living that declaration on a day-to-day basis as opposed to doing the best we can with all the stuff we made up about who we are and how that's not good enough.

**Terry:**

Can you give me some examples of what you were before? And what developed for you to be a leader today?

**Joe:**

Besides the fact that I was shy and introverted?

**Terry:**

Yea.

**Joe:**

Well, some of the things that didn't support me back 14 years ago were the fact that I dumped information on people, I didn't ask questions to find out what was important, and I didn't know how to contribute to them. I just thought that by talking about the features of my products, for example, that they might be interested in. What I found was, no matter how good your products or services are, people really care about what you have to the extent to see that you care about them. I had to reinvent myself as someone who was there for other people. It's not that I didn't care about other people, I was just so concerned with my own, petty, concerns like, if people liked me or not and how I looked and sounded. All of those things that I was listening to inside my head as opposed to listening and being present to a person in conversation.

So, all of those things prevented me from being powerful because I was not fully there to support someone else and listen to them powerfully. By identifying where those things were missing, I was able then to support others to do the same. Now, when I take on a new partner, we look at each of these elements start to finish and we see that anyone can be whoever they declare themselves to be on the day that we have that conversation. The rest of their life need not be based on the evidence that we put together over their past.

**Terry:**

So it's really a function of your mindset. Whatever you decide you're going to be, that's what you're going to be.

**Joe:**

Yea. You obviously have to back that up with walking your talk. It's not a fake it until you make it kind of thing. It's deciding who you're going to be and then asking yourself, "Okay. If I decided I'm going to declare myself to be a charismatic, outgoing, leader, what would I do right now if I was that sort of person? I wouldn't stay secluded in my



hotel room, I'd go down to the party, make some friends, meet some people, ask people about themselves, and stir up some conversations." Even if those things are uncomfortable at first, they are necessary because they now go along with the declaration of who you've decided to be opposed to who you told yourself you were... in my case it was shy and introverted as opposed to someone who takes an interest in other people.

**Terry:**

Along those lines, you are actually helping people, not only on the business side, but also on the personal side on the coaching aspect of developing a successful networking business as well as a life changing personal development program. Is that right?

**Joe:**

Absolutely. In my view, Terry, the two go together. People can't be their best in network marketing without being their best in life. One of the things that we do, for example, in our Conversations for Success course, is we support people to make all the areas of their lives work. There are six areas: health, wealth, occupation, recreation, personal, and spiritual developments. All of those six areas need to be functioning optimally to be fulfilled in life.

We have it that our business is over here and our life is over here and we can be successful in business but we'll worry about getting our lives together later. I have it that the two are intertwined and that we can't be very powerful in our business if our lives aren't working in some manner. So, our personal development structures have us live our lives fully with no regrets. As a result, we become more powerful in our business.

**Terry:**

That's a beautiful concept. It's not that often that you hear that type of information, that you mesh your whole entire life together instead of having one part of your life and working on that and making that successful. As far as getting in touch with you to do this coaching, is it something that you do on a personal basis where I physically flew out to your office? Or is it something we could do on the phone.

**Joe:**

I do all my coaching on the phone except for when we do it in person at our three-day Conversations for Success courses. Those are the two options. I work with people individually on an hourly basis to coach them in their business or in their lives on the phone, and/or

several times a year we meet in different places for a three-day program where we support people to develop these personal development structures and business plans over the course of three days. It takes a little longer doing it over the phone, but either way is productive.

**Terry:**

Excellent. How would someone be able to get in contact with you to find out more about the coaching and the courses?

**Joe:**

They can either e-mail me at DRJRubino@email.com, or they could call my 800 number, which is 888-821-3135.

**Terry:**

Beautiful. I also know you have a free online newsletter. How would I be able to get a hold of that?

**Joe:**

Anyone who visits our website at [www.CPRSucccess.com](http://www.CPRSucccess.com) can click on the link to sign up for the free newsletter and we'd be happy to send that out to them as well.

**Terry:**

Excellent. If anyone is interested in learning more about getting started in a successful home based business, and using the systems that you just explained, can they talk to you about getting guidance and recommendations to you as well?

**Joe:**

Yes, I'd be happy to speak to anyone interested in any aspect of network marketing and be happy to support them and see if either the compnay that I'm with is a fit for them, or if they're happy with their company, I work with many people from many companies to support them to create successful business and life plans within the company that they're in.

**Terry:**

So your company isn't specific to operating an Oxyfresh business. It's basically anybody regardless, whether I'm in another multi-level marketing company or whatever I'm doing. It can be about anything.

**Joe:**

Absolutely, yea. My commitment is to support people with whatever is important to them in their life, so we find a way to make it work.

**Terry:**

Fantastic. Do you have any last points that you would like to cover, Joe, before we wrap it up?

**Joe:**

Well, with respect with the vehicle of network marketing, Terry, I would encourage people who see the value in the concept people not to settle for trying it in a half-hearted effort. Put together a solid business plan and a personal development structure to support that plan. Complete your plans so you don't have all of this baggage that's getting in the way of you achieving success by believing who you are and having others be attracted to you because you are attracting them for all the right reasons. I think that we're all magnificent and we all can impact people's lives and this is just a great vehicle to do that. Take responsibility for being the best you can be and being the best you can be for other people. If I can support that in anyway, everyone is more than welcome to get in touch with me and I will be happy to speak with them. I wish everyone great success.

**Terry:**

Those are great words of encouragement, Joe. Thanks. You've been listening to Dr. Joe Rubino from CPRSuccess.com, and myself, Terry Telford, from TheBusinessProfessional.com. Thanks very much for your time.

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