

## EcoQuest International New Dealer e-Training Lesson #8 of 52

Have you ever had someone approach you with an offer for easy money? I heard Zig Ziglar nearly 25 years ago say, "There ain't no free lunch." And what I have learned in the last 25 years confirms Zig is right.

I began my networking home business in 1979. I was 24 years old, the father of three children under five, and very, very broke. My brother Jim came by my home and shared a business opportunity with me. He did not say it was easy; he said it was worth it.

When we oversell, most of the time we under deliver. When I began prospecting, recruiting, selling, holding meetings, doing conference calls, etc., I was met with many obstacles and challenges. Things did not go well much of the time. If I had come in with a mindset of "this is really an easy business and everyone is getting rich" attitude, then when the obstacles came I would have thought, "Wow, this is supposed to be easy and it is for everyone else but me -- this must just not be for me."

On the other hand, I was taught early on by Dr. Bob Bergeth, Harold Bergquist, Dr. Michael Gonzalez, Laurane Neubauer, Gary Burke, Rick Hill and a host of other top earners that their rewards and lifestyles were great, but they had to grow and become better to obtain these benefits. It was then that I understood what "I" had to do to make "me" the person needed to get the task accomplished. I attacked the process of growing Mike Jackson into a leader instead of blaming my uplines, downlines, company, industry or product for my lack of early success.

People need to hear the truth, and the truth is EcoQuest is one of the greatest opportunities of our time, but it won't be a slam-dunk. All of the efforts, tears, headaches, sleepless nights, along with the celebrations, emotions, friendships, new experiences and so much more are worth every bit of effort.

I changed my life from average to fortune and you can, too. The biggest benefits though cannot be tallied in a bankbook. The biggest benefits are who we become. The ability to sit at my desk and write this email, to stand before you and speak, to lead a team of more than 500 employees and managers, to understand what it means to be a good husband and dad -- these are the rewards.

I have included a third essay from Presidential Master Bob Giddens along with a letter sent to Bob on this subject. But before I attach Bob's material, let me say I look forward to our greatest event to date in New Orleans (in August). Get your registration in early. You will not be able to contain yourself when you see what we have in store for your future with EcoQuest!

Michael Jackson, President  
EcoQuest International



# Admit it with Pride: EcoQuest is HARD

By Bob Giddens  
EcoQuest Presidential Master Manager

Dear New EcoQuester:

My name is Bob Giddens. I have known about network marketing for 33 years (since March 6, 1970) and I now hold EcoQuest's top rank. I love my current life, but there are many things about network marketing that I have never liked. One is when people claim that this or any networking business is easy. With that in mind, this lesson is called, "Admit it with pride: EcoQuest is HARD."

If you want to make a lot of money, get into something that's hard. The easy jobs -- like sweeping floors -- don't pay very well. I readily admit that EcoQuest is HARD. Because it is hard, it is possible to earn \$100,000 or \$200,000 per year or more. If it were easy there would be no opportunity.

Here's what I might say to someone new, "I'll help you -- I'll put my whole heart into helping you -- but it will still be hard for you, and I need to be sure up front that you understand this. You'll come up against all sorts of problems. The people under you will have problems. The bigger your group gets, the more problems you will have. But that's what a six-figure income is all about (with some new technologies on the horizon, including WindTree, we may see some seven-figure incomes). So what do you think? Will you learn to be a problem solver? Are you up for a challenge? Do you really want to succeed?"

If you were trying to decide about joining EcoQuest, would you rather hear the truth or would you want to hear that it's easy? If you choose the latter, you'd better look into changing sheets at the Holiday Inn.

An up-and-coming EcoQuester responded to my recent comments on this subject: *"Thanks, Bob, for your story that illustrates the difficulty of EcoQuest. Too many times we hear about a superstar who builds a business with no problems and shoots to Manager rank with seemingly no effort. Having lost my major line (I am a manufacturer's rep), I am jumping into EcoQuest full time. I intend to contact 160 dealer prospects this month (eight per business day, yikes!) and sell machines for cash flow at the same time. I will succeed! Thanks for the support."* -- **Jeff Van Leuvan**

I replied, "No one builds with no problems -- some just don't mention the problem side of their story when they get on stage. That's a shame. Maybe some lucky folks don't notice or feel problems as much as we normal humans do. I decided from my first day in MLM (33 years ago) that I could live better with myself if I stuck with the Golden Rule. If I'm being recruited, I want the whole story. So that's the way I tell it. I know my people will discover various problems and challenges within a few weeks. Why not prepare them? This philosophy (uncommon in MLM) has served me very well.

Anyone who goes to war must face the casualties issue. Even in the Gulf War -- which was more like a turkey shoot -- we lost people. It is hard to live with death, dismemberment and pain, even when it is someone else's tragedy and not your own. It's only human to care.

The same is true in MLM. You'll lose people you really like, and you'll lose them for every reason imaginable. Some quit over Internet issues. Some quit over quality or service issues. Some have problems with their spouse. Some get a job offer and are gone in the blink of an eye. Some decide they can't sell or recruit. Some decide it's too hard. Some stubbornly try unproven methods and they fail. Some won't try at all.

After you've been in network marketing for a while all these losses can take their toll. You may begin asking, "Am I leading people to slaughter?" "Do I really believe in this company? In this opportunity?" "Does EcoQuest really work or am I deceiving myself?"

I put down these fears by alerting my people to the difficulties of self-employment up front. I tell my coworkers that nothing feels better than working hard and facing up to a challenge. When you finally win, it's the greatest feeling in the world.

"Join me," I say. "It will be hard but it will be worth it. Along the way we will lose some of our less determined coworkers. But the Mission is worth doing and the rewards, worth fighting for. Please make a pledge to yourself that you will let nothing derail you. Just as my faith is giving you confidence, so will your faith empower others."

That philosophy has enabled me to build the largest business in EcoQuest. I see it BIG, tell it BIG, and tell it TRUTHFULLY.

Enthusiastically,

Bob Giddens

More input on this issue from EcoQuest Coordinating Manager John Himes:

*Bob, thanks for being you. It is refreshing. EcoQuest has been hard for me beyond what you even know, but it has been worth it. **Where else can 53 year old men with heart problems go and make a six figure income in their 4th year in anything, job or business?** The challenges are great but the rewards are great.*

*Respectfully, John Himes*

*PS. My estimated income for February, bonus \$13,000 (from January volume) and retail profit \$12,000. Total estimated income for Feb. \$25,000. Awesome!*