

Speaker 1 ([00:00](#)):

We on this side of the gender gap are trying to solve all the same problems that you are. And if you help us do that, there's a tremendous market in it.

Speaker 2 ([00:16](#)):

Welcome to your Napa Boston. Me. If you are determined to break glass ceilings and build it your way, this show is for you. I'm your host Beth graves. And I am obsessed with helping you to not just dream it, but make the plan, connect the dots and create what you create. Are you ready? Let's get started.

Welcome

Speaker 3 ([00:38](#)):

Back to episode number 66. This episode is how to talk to the men in your life about your network marketing opportunity. Now that sounds a little bit cheesy. So hang with me here. My friend, John and I are having a conversation about why many men, even those working corporate jobs need to diversify their income and why they would be open to the network marketing model, if you were willing to have the conversation with them. So John and I have known each other, Oh, a couple of years, but I've known as partner grace for a lot longer. And I won't love to get the backstory because this will give you hope on follow-up. When you're talking with someone about getting started on your products or even taking a look at the business. So John and I had a conversation via grace, that he was looking to get his health back.

Speaker 3 ([01:31](#)):

And many of you know, that I'm in the health and wellness space and his box got delivered. And I would just check in with them, Hey John, how's it going? We have a discussion, whether it was six times or 33 times, but it was a lot of follow-up and a lot of let's get you started on this product. Let's get your story rolling. And so have faith that there may be someone that you're still following up with that might have their product on their countertop, or is saying to you, I'm about ready to place the order. And you want to make sure you have that conversation. The most important part is understanding what is the problem that you're going to solve for this human with John? I knew that he was looking to find a way to assist him in getting active. Again, he needed to lose a significant amount of weight so that he could have a surgery.

Speaker 3 ([02:21](#)):

And I knew that that was what he was seeking. What I didn't know, the backstory was that he had some debt that he wanted to pay off, that he needed and wanted a community to hang out with travel, something different outside of the realm of his regular world. And that he had watched his partner, grace from afar, looking at the significant income. She was earning the freedom of time and the flexibility of the business model. So John and I are just chatting. You're going to hop in here, hear his story, and he will give you some exceptional tips and of how to have those conversations and why someone like him might just be waiting for you to send another followup and to specifically share why the network marketing model and that you would love for him to take a look. So let's get started. Okay. So I have my friend now, you all know that normally I only allow women on my podcast. So John, I think you are maybe the third male that we've let into the, you're not the boss of me

Speaker 4 ([03:31](#)):

Boundary breaker barrier breaker

Speaker 3 ([03:33](#)):

Barrier breaker. So I want to share a little backstory and why we have John on today. So John and I met, well, I met John's partner grace years and years and years ago at my first event that I was going to a leadership event. We were in a jewelry business and she was sitting in a booth and we were both like not fitting into the crowd in the lobby. And I sat down with her and we just became fast friends. And she's now a close confidant, and we share a lot of things and I love to share how you find people. At one point, we started talking about John and she had said, I know you have a health and wellness product. John needs to make some shifts in his health. She did actually put us on a three-way call and John starts on this product and we're not going to go down the product line.

Speaker 3 ([04:21](#)):

What I want to talk today is I'm going to have John tell us what he does for his regular job. And this podcast is the revolution of the MLM of the network marketing model and why you should be having conversations with people like John and why this is an interesting business model. And he's going to help you with the verbiage because you all have a guy from high school, a guy from college, the husband of a friend, and you don't even know what to say or how to market. So, John, first of all, a little backstory, who are you and how did you, and I mean, you ran a marathon at 50 best shape life COVID and you, when I've heard you speak publicly, people like to hang on your words. So I don't like to have cool people on the podcast. So tell us a little bit about what you do and how you found your way into the network marketing space, besides the fact that it was super convincing.

Speaker 4 ([05:15](#)):

You were that thanks better than I, you know, look, I'm glad to be here and really excited that you wanted to talk this through. You know, I do get that most of your audience is female. That really the, the industry that you're going to reach is probably 75% female. I do understand that, but I think there's a really great platform here for men as well. And I think there's a lot of it. That's just kind of gender neutral in terms of what roles we play as earners. So yeah, John from Iowa, I started out, I got to the U S sort of a mid forties huffy professional on my couch, had lost a lot of energy. And the product part was all about focusing energy and wellness and result in a pretty big loss to pretty short period side for me. And then, uh, getting my body back in a place where I was able to do it.

Speaker 4 ([06:02](#)):

As you just mentioned, after about a year and a half at about nine months of training, I ran my first marathon at age 52 weeks after my 50th birthday, which is about a year ago now. And I've just started continue on this journey of both personal and professional and then physical wellness growth. And I've tried to sort of feed all of those pieces each day. I'm also somebody who probably took on too much college debt. I definitely had some health care crisis in my life and within my family. And I went through a period of time where I believed that it would be very difficult to offload all of that personal debt. So a whole bunch of my motivation comes from wanting to be debt free and feeling like I could not only be a wage earner who moved through a pretty high income environment, but also someone who was shoveling that money into getting rid of debt.

Speaker 4 ([06:53](#)):

And so first I now work for a very large insurer, a fortune 33 company. I have a position that gives me quite a bit of authority and is as a lot of, you know, sort of professional cache associated with it. I'm very happy with that. I mean, you're entering your six of that role and probably will be something that I continue. And so you would say like, well, why does that person have a need then to go outside and seek a side hustle, a side gig, another source of income? Well, first people who don't start with a lot of background in terms of finance, but one of the things, one of the secrets they discover is that you need to have multiple streams of income. And so for me, it's about to always developing that next stream of income. And the one that I've worked with you on is the second and the notion of a side hustle that I do when I'm not working my day job.

Speaker 4 ([07:41](#)):

And that part, I think it's been so rewarding in terms of both getting rid of some of the largest bills in my monthly budget and also putting some money away, getting money toward debt. Uh, you know, I bought stock for the first time about two weeks ago, is that remarkable? No, but here's the reality, like a lot of men who are making their way into professions, they are uncertain. They end up seeking out professional financial advisors and just kind of doing whatever they're told. They lack a confidence about talking about this. We don't sit around in the locker room and talk about our portfolios. We don't, especially people who were just starting out and talk, talking about what they're going to be doing with whatever income they're generating. And then the third thing is with this COVID period of time, everybody is uncertain and sort of maybe holding back a little bit on their spending or their, whatever their financial planning for the future might be holding off on that big outlay holding off on that launch and whether they should be doing that or not is a whole other discussion, but that's a lot of the behavior that's happening.

Speaker 4 ([08:42](#)):

And so, you know, my message is we are, you are in the middle of one of the biggest economic transformations that this country has ever gone through. And with it come a lot of stories that have a lot of pain associated them, including things like the closing of local restaurants and bars and music venues, which are very hard for us to watch as we lose things that connect to our culture and our individual experiences of what was important about life. And so we, you know, we mourn that and we understand that there is a displacement associated with that, and we've got to be supportive of those, the people who are involved in that work at the same time, there is another side to this and it's, I like to call it distance earning it's about a shift to online commerce. Everything that can be sold and shipped is going to be sold and shipped.

Speaker 4 ([09:28](#)):

My favorite example is my dad who is 72. He bought shoes online this year. My dad would have no sooner bought shoes over the computer. Then he would have, you know, gotten on a plane and flown to, you know, some Asian countries. I mean, for, for him, it's just a completely foreign concept to not even step into a shoe before you have it arrive at your house in a box. And yet he did that. He was very happy with it. And now they're doing groceries as part of their COVID protection strategy. And so that really, that's a great example, but there's thousands of them and it's happening very quickly. And the point of the story is our workplaces are changing. You know, we're not going back to the office. These big companies are keeping people out of the offices. You know, Iris, won't go back until at the earliest, the second quarter of 2021 and many, I am making a prediction that many will never go back to the kind of cubicle farm amass rows and columns office environment that you became.

Speaker 4 ([10:22](#)):

Uh, you know, you have in your head from the eighties and nineties and what'll happen is the office will evolve into a pod where there is a meeting space. There's some audio visual, there's the ability to do a meeting or an outside vendor contact or sales meeting. If you need to do that, or a big meeting, it's important like a shareholder meeting or something. And then the rest of the time you'll work from home. So if we are going through a decentralization of even the biggest corporate jobs in the country, the fortune 500, then what does that mean for you and your ability to plan your career going forward? Well, it means a lot. It means that, you know, we're putting together a federal government right now in this next administration that will be work from home. Can you imagine people in the federal department of education or Homeland security setting at home, that's what they're going to do.

Speaker 4 ([11:10](#)):

And so you have the, you're not going into the office eight to five anymore. And even if you have a job that has put you in the retailer service sector, you now have an option to be involved in some of this online work that is going to create for you an income from right where I'm sitting in front of my laptop. And all of us need to be thinking not only in terms of that multiple streams of income, but how some of it, if not, all of it can be developed online. And so that's where I come from with distance earning. I didn't do too much of the bio piece for me there. And we can talk a little bit more about my experience, but the last three years have been some of the most rewarding and meaningful that I've had professionally. And I've really appreciated being a part of your organization with you and your leadership and mentorship in that I you've caused me to think about things in a completely different way, and I'm not sure how this year would have gone.

Speaker 4 ([12:00](#)):

If I hadn't felt like I had a headstart in developing an online business and already be, you know, sort of in a running place to make that work. We happen to have the advantage of being in the health and wellness industry, which is another piece of what I think is going to grow across the economy. People are interested more than ever and putting their body in a position to win. And I think there's a lot of wisdom in that. And I think you're going to see people continue down that road. So, I mean, I'll stop there for now. We can talk a little bit more about where I come from, what I, what brought me into this and what it's been for me, but, you know, you can be happy and healthy and you can grow your career in a way that leads you away from being a prisoner of the man, right in the 40 hour workweek and toward a form of entrepreneurial-ism.

Speaker 4 ([12:48](#)):

Even if you're not the person who's ready to jump completely off the diving board. And I really believe that I understand you've, you're going to, there's a lot of messaging out there that says, Oh, you gotta go all in. And you know, and I think there may be a point for going all in for everybody, but there is a transition that this can be occurred. It doesn't have to be that you just want, you know, you throw their stuff in a box and walk out of your office. At some point, there's going to be less and less of that.

Speaker 3 ([13:12](#)):

Well, and what I love is if you think about the security of knowing that there was, there's an option to be all in that you watched grace go from a very, very stressful, but successful career in politics to saying, I think I'm going to hop over here. And before the age of 30 had created her own in-home trunk show business and made that highly successful. She was an undercover boss. And you watched the

community, the culture, the vacations, the trips. And I remember you saying, like we said, like, wouldn't that be cool if we could find like my version of what grace was doing. So when you talk about your dad with the shoes, and this is what I want to remind you of is that the buying decisions of every human is now going on online. So if John's dad could buy those shoes, but he probably loved the downtown shoe store and knowing the owner, and we all went shopping for school shoes at that local shop.

Speaker 3 ([14:19](#)):

We can't support that small business owner anymore because he's not there. She's not there. So imagine that network marketing piece of John having his vitamin store, and I can support John because it's a personal purchase, not big bucks purchase, but I'm doing it online. And then the other piece that I love about watching what you've built, and then I want to ask you some recruiting questions for talking to two guys, talking to like corporate men is your culture and is very different than what I started to build because of you have mostly corporate men that are building a business that you meet on zooms in a different way than we would. And talk about who you're helping, how you're having those conversations, how you can do that in a way that doesn't make you feel like you're out, like slinging your mother's Tupperware. Not that I have anything that's tough work.

Speaker 3 ([15:14](#)):

Tempers is amazing, but you know, the old school days. So when we talk about the reinvention of the, you, you had firsthand vision and you got to see and hear from what was happening in the industry and in the space. So you were open to it when you're having a conversation with someone that is like John, like, what are you like MLM network marketing. Like, you're like, you're hanging out going on these trips. What is it that, how do you describe it when you, when you have that business model conversation, or if I had my next door neighbor, Pam say, you know, my husband's super stressed out. I really want him to take a look at diversifying his income. What would that conversation sound like? Because so many times we stumble, Oh, just take a look, watch this video, do this, do that. And then we, don't what we call Obama it one, two, three, four.

Speaker 3 ([16:10](#)):

It's the rambling politician. Right? So what, how would you, one, two, three, four a conversation. Let's take a perfect example. Let's think of my friend, Pam, who wants to have a conversation with someone that she's working with. That's, uh, a male successful, but she knows that diversifying income is, is great. What is the one, two, three, four conversation that we should have with a man? Like for me, it was there's trips back there's community. I was all about hanging out with, with my friends at the beach. You're not thinking, hanging out with friends at the beach, although you like to do that. So what, what are those key pieces?

Speaker 4 ([16:49](#)):

Yeah, that's all true. So number one, keep it anchored in the product. You don't want to be seen as either selling something that you don't believe in or selling something that doesn't produce the results that you say it's going to produce. And so I've never had that issue. I fell in love with a product and have a literal daily user, uh, without clause for three years. So that's part of it like, go ahead and tell your story in a very truncated way, stay anchored in the product. Talk about what it is. I found a solution for energy, and it also has been tremendous for my focus and mood and sleep. And I lost 52 pounds. And it's pretty cool under, so that's one understand that. So you, you know, this like dudes are problem

solvers. How many times have you had an argument with your spouse, where he got the toolbox out and was like, here's what we're going to do to fix this thing.

Speaker 4 ([17:33](#)):

You just wanted to talk about it. You wanted to vent to discuss, to develop ideas, to figure out how to respond in this situation. He wants to get the toolbox out and do the whole fixing operation right there. And that is our mentality. That's one of those things, right. That where you're trying to get across that gender gap to communicate. And so when you're talking to them and you want to be mindful of that, that what he's doing is he's thinking about more tools to put in his toolbox. So here are two, one is you've got the ability to get an additional layer of income. So this is the speech about the development of an online business that is going to provide you the additional income. You need to meet some specific goal you have in your family budget. So men are still going to be susceptible to arguments about family vacations, or you'll be able to fund the family vacation. Maybe you'll be able to have play money. That's going to be separate from what you're putting into, because men feel a tremendous obligation to fund the family first. But we always want the muscle car. You know, we still want the next fishing rod. Like there is a musky pool that I need. I go fishing in Minnesota. Once every year I use it for exactly five or six days. It's an \$800 graphite pole, but I need it, Beth. And I keep

Speaker 5 ([18:48](#)):

Separate the company, John. And that pole is York's usually I'm getting you that pole.

Speaker 4 ([18:55](#)):

So understand that men have that same. So when you talk about the additional layer of income, men are doing the same thing that women are doing with women. It's the Gucci bag, but men have their own version of that whole thing. So I think, and I think people get that and just remind yourself of that. So I collapsed two things there, but tool to solve family budget crunch, and everybody's insecure right now, by the way, I don't care. What car do you drove up in or what his suit looks like or what his business card says? Everybody's a little bit freaked out after COVID year, which is one of the reasons I'm so active in this right now. And so kind of pumped up about it these last few months, because I genuinely think this transition is going to produce opportunity for a lot of people, but it's going to look different than we might have expected.

Speaker 4 ([19:35](#)):

Right. And it's going to have layers to it. So, and then the next piece then is about, get in tune with his wants. So 0.3 is what are his wants? I want that fishing pole. I want to be able to fund the trip to Minnesota every summer, without having to think about it. Eventually I might want a cabin up there. Right. And so how would we build toward that? What does, what does that set of goals look like? And that gets you into the, you know, you're talking to a guy in his forties or fifties were acutely aware about funding, retirement, about building lifestyle. As we approach retirement and all of us look at that 401k. And we're like, man, that thing hasn't moved very much in a year. You know, like you get some gains and then they tend to get wiped out. And you've seen people whose growth expectations, you know, have not been met over the last 10 or 11 years by their retirement savings.

Speaker 4 ([20:20](#)):

This is not a short-term thing. We've been hit twice now during the great recession and COVID, and people are just barely feeling like they're getting back to where they expect it to be. And so this is an

opportunity to put rocket fuel behind that planning process for what your expected lifestyle is. And then the final point I'll make is flexibility. You know, w on the women's side of this, it's all coded around women staying at home or having a job that allows flexibility with the needs that the kids have to go to school and activities. And still it's the mom taxi concept where she's always on the move and has to do time, energy, money, resources, remember to make the cupcakes, that whole thing. And you guys do a great job of talking about that on your team. And I think that's you yourself, to a great extent.

Speaker 4 ([21:07](#)):

I think that hockey takes over your life for a period of a month in the winter. And I can tell when that's happening. And so for men, you know, that's about my job takes, there are no, there are no 40 hour jobs, right? Like anybody, who's got a real professional commitment and that could be somebody who's working on it as an electrical alignment too. Like nobody works just 40 hours. Americans work on average, a little over 60 hours, about 61. We're second, only to the Japanese who works 66, we're working ourselves to death. We work so much. Well, if you accepted a lot of that's going to go on at home. What if somebody offered you flexibility where you could be generating another layer of income while you are seated at your laptop, doing your day job, that's the insight here. That's the thing that unlocks your ability to go beyond just that wage bracket, the salary range that you are in at your job, you can get out of that and you could be back working for yourself, right? You can fulfill your obligations to your existing employer and worked for yourself to develop an income that is functionally unlimited. It's only limited by the amount of time you have to put into it. And the number of people you can inspire along the way

Speaker 3 ([22:15](#)):

That is like right there. That is like the key. And looking at when you talk about sitting at your laptop and leveraging the tools that the piece of network marketing. So if you were to start a, let's say you were starting a coaching business for people that were your, you've got a background in politics that they were looking to run for local office. So you're going to coach them on, on their visibility. You would have to create a website. You would have to create an offer, you'd have to collect the money. Um, and by the time you actually took that \$500 that they were paying. You you'd have a virtual assistant that was sending out emails for you wouldn't make as much. So when you're thinking about the network marketing model, that you don't have to build the website, somebody else is distributing the product.

Speaker 3 ([23:04](#)):

And the fact of what you've done is leverage, you know, bringing in some pretty big key players that build their own organizations. And then all of a sudden, you've got those residuals growing and plugging into the leadership that you already have not reinventing the wheel knowing, okay, here's the structure. Here's what we have. And to me it's magical. And what, when you talk about that 401k, when we finally looked at how many years, if I wasn't building and working, would we need to continue to work, to have the money that we needed to have to live the life to live. And when you look at it, it's only like an four to \$500 a month that you can add to that 401k. It becomes, okay. So what do I have to do to have an extra \$400 a month? And it's where do I have to stop spending it's Oh, if I do this two to three hours a week, two hours a week and it builds, then we can, and it becomes you. We used to be about where can we budget and take away? And that was the mindset. And now it's, Oh, how can we create a stream of income that can help to alleviate that piece?

Speaker 4 ([24:16](#)):

I'll go once I'll go one step further. And I've had a front row seat. As you mentioned, being Mr. Grace, to watching her build a customer list. You know what email lists that belongs to her, that she's developed over more than a decade that people use to connect with what she's seeing and thinking and doing she's in a fashion piece. So it's a little different than what I do, but I also think that once people put their trust in you about information related to, in my case, health and wellness, then that gives you a platform later on. You're creating loyalty there that you can call on for many years after you make that initial contact. So you really are creating a thing of value that is like an annuity. And it goes on into the future, in the form of that tribe of people. And if it's, again, if it's based on something real good, great go do that, right?

Speaker 4 ([25:04](#)):

There's what's the, what's the hold up in doing that, right? There's no downside. They get great service and a good product. You have the opportunity to hold them together as a customer basis, over a long period of time. And I'll admit, that's a thing that I didn't necessarily see when I first started people. They buy you first, you know, they're connecting to your own outreach and your own. I hate this term, personal brand. I hate it. I hate it. You know, I'm, I'm in my fifties now. And so I didn't grow. I'm not one of these digital natives. I didn't grow up with all of this. I grew up with you pick up the phone, you talk to somebody or later on you write him an email. I, the term personal brand is something that totally irritates me a product that probably will never stop.

Speaker 4 ([25:42](#)):

But I do understand the concept. And I do understand you have to define yourself and very clearly communicate. I'm a former, as you alluded to political campaign staffer. And I understand that everything comes down to messaging. I don't care if you're trying to win a campaign, sell a product, or save your relationship. It's all a three-piece message. And that doesn't change just because we changed the platforms on which we're doing it. You talked about Tupperware. You know, that marketing was all done with these little newsletters. They would bang out on their typewriters, their little electroless or whatever. What were those called? Right. And they would then a millennial graph them a term, crank copier, and then send them out to all their friends for their little offer once a month. And I, I bet I know that you don't remember that, but I do.

Speaker 3 ([26:26](#)):

Oh, I still get a newsletter from, I get a newsletter from one I'm on a customer list and she's in her seventies for a business. And she sends her seventies think about what you just said and building her business since she was 40. So 30 years still on this list. So when you think about, I'm going to say when, okay, so who you are, what you stand for and the people who follow you. And I'm going to just like draw this little map. So John starts social media sharing about his journey, running the marathon, watching the shift in, in your lifestyle, taking the supplements that you're taking, you're revealing behind the scenes. And so now we're not going to call it a personal brand. You've got a thousands of eyes following you, thousands of eyes seeing this journey. Right? And you're thinking about that of like knocking on doors for votes, right?

Speaker 3 ([27:21](#)):

Knocking on doors at every like every life. So let's say that tomorrow you were put to the fire, something happened and you, and you said, I've got to build something. Whether you jump all in, in your network marketing piece, but now eyes are on you. And you said, I'm going to show men over 50, how to run a

marathon, how to prepare for a marathon, lose 50 pounds and be in the best shape of their lives and, and reignite the at-home flame. Cause that's exactly what I did. You have a platform now to put that out and you wouldn't have, and that's what I think my, my husband, this week, I made it, he did a post. He doesn't post on Facebook. He just likes, shares what I have or I tag him and I said, I want you to post that. And he was like, I had six people message me about like, and I said, isn't that fascinating is, and then he was in a Facebook group and they were sharing some seventies, like writing competitive photos. And it was reconnecting with people. And I said, well, you build a business in the horse industry, all these reconnections you've just saved on marketing.

Speaker 4 ([28:30](#)):

That's it? That's it? No, I I've got, you know, there are thousands of people that do the kind of campaign work that I used to do when I was younger and they all just finished on their campaigns. Right. Do you know how you feel at the end of a campaign? You're 35 pounds overweight. You've lived on nothing, but pizza and mountain Dew and alcohol for like 15 months, you've had no sleep. You're either elated or, or it's a disaster. Right. And you, and you feel like the world is coming in on you and maybe you're sitting in front of Netflix. And my point in bringing that up is like, I would not have seen those people as being potentially members of my tribe or customers of my product, but they are, and they're all out there and paying attention for a completely different reason. Right. So the, the lesson is, you're not in charge of who is attracted to the messages you put out into the world. And it's kind of like, it's none of your business. Right. You know, like your businesses,

Speaker 3 ([29:27](#)):

You're solving a problem for them. Cause that that's your, that's your niche. Right. I said, I got, gosh, I couldn't have like counting the votes. It took like so many weeks that I said to you, gosh, now I know why you have so many Thrivers that work. And with campaigning canvassing, because I must've consumed more pizza and Cheetos like, come on, come on. And I said, gosh, rasa.

Speaker 4 ([29:55](#)):

You know, but, and by the way, on the business side, you know, everything we do is some version of who did you call today? What were the responses you've got? How are you preserving those? And what's your next plan outreach. Right? Like I don't, you know, I don't want to make it too, like boring or rote and you shouldn't do that. You should always keep it fresh. But the point is like, all of these things kind of resemble each other. And almost everybody who comes into this business is this industry has done some version of it in the past. And so you, in fact, I like people who have worked retail or some kind of service job, especially when they're interacting with the general public. I think that there's a certain, you know, training and instead of understanding, or, or set of assumptions that comes with that about how to deal with people. I prefer people who have that background.

Speaker 3 ([30:42](#)):

Well, and I always say to people, notice your journey of the last thing that you purchased from a human being or the last person that may have reached out to you. How did you meet them? How did you know them? What made you say yes. What made you say no? Like when you bought your automobile, when you purchased your lawn care, when you purchased your last accessory from your stylist, what is it that made you say? Yes. And what was that personal connection? And then look at the buying psychology. And because so many times we just sit there and think, Oh yeah, they'll just come to me. They know

what I do. They know what to do about it. They know what I do. So I'm of closing thoughts, John, on something that you want these listeners to take away.

Speaker 4 ([31:26](#)):

I think it's never too late to be involved in generating a second income for yourself. If you've got a product that you like or something that you, you know, a system that you've fallen in love with don't self edit to just share that with moms, between the ages of 30 and 45, you've got a really big potential market out there for people who just got out of school to people like me, you know, somebody who is a tired professional in their late forties, we are all having the same thoughts about what we need to do with ourselves. And, you know, in my case, I'm solving a health and wellness problem. There are many other types of products and services that, you know, could be made available. And, you know, I'll just close by saying, uh, grace has a friend who does this house of color product.

Speaker 4 ([32:10](#)):

And she went and had her colors done. So she knows what season she is and all of this stuff. And it tastes, it's three and four steps and you're going through and you're talking about what were their summer fall or winter or whatever. And, you know, after talking to her about it for about 45 minutes, it struck me as something that might benefit me. Right. But why is there dude version of that? Why didn't somebody tell us whether you look better in the gray suit or the Brown suit? Do I just have I'm the guy at the mall suit store that just went out of business, is that my only option for getting information? So the point is we on this side of the gender gap are trying to solve all the same problems that you are. And if you help us do that, there's a tremendous market in it.

Speaker 3 ([32:49](#)):

I love it. Well, thank you for being with us today, John and John is, if you go over to his Facebook page, it's such public and he shares a lot of information that will be valuable for you as he talks about how to talk to, what would you say? The gender gap for network marketers, right? Like we're looking at how you can have those conversations, why it's a good option for the dads, for the men, for the people in your life that might not be your normal recruit. So thanks John, for being with us today on you're not the boss of me. Thank you guys. Thank you so much for hanging with us today. I had so much fun chatting with John and I hope that you walked away with some concrete ways that you could open a conversation. The other thing that you could do is send the podcast, even though it was John talking about his business, you could say, I would love for you to listen to this podcast.

Speaker 3 ([33:43](#)):

Here's a guide working in corporate America and he sharing why the network marketing model was the right choice for him. So you can use that as a way to educate and find out if this human, the men in your life are open. I also would love for you to come into camp elevate this week, the camp elevate group.com. We are working specifically during this busy time. If you're listening to this live between Thanksgiving and whatever holiday you celebrate Hanukkah, Kwanzaa, Christmas, we are working on ways to commit to a daily action that will grow your business. Have you show up with visibility, make new connections and have more sales. And we're talking about that through what I call the nightly card that you fill out, which is a daily intention. And when you build an intentional business and you work your brain and your focus on a commitment, you are going to see growth. And we have been doing a lot of that over in camp elevate. So please come on over, hang out with us there. And I'll see you next week for episode number 67.

This transcript was exported on Nov 25, 2020 - view latest version [here](#).

Speaker 2 ([34:55](#)):

Thank you so much for hanging with me today on the podcast. And remember you can create what you create. If you're looking for a supportive sisterhood, I would love to see you over in our free Facebook group. As most of you know, I love camp. It's part of, you're not the boss to me because when we're building this thing, we're doing this thing. We need a supportive sisterhood and I also crave more fun and more connection. Join us at camp over in the Facebook world, that camp elevate group.com or just click on the link below. And we will see you around our campfire and help you to create what you crave.