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George and DeeDee Shaw met when they were both working too many hours for not enough money. But it wasn't until ten years after they married that they found a way to seize back their time and do what they really wanted. It was toward that goal that they got their start in network marketing as Shaklee distributors in 1981. Today their Shaklee organization ear them more than \$1 million per year in commissions and bonuses. That lets them enjoy houses, a boat, and a stable of horses. Most important to them, they have time to do things besides work. We interviewed them at home in Elkhorn, Wisconsin.

Q: *Where did you meet?*

George: We were professional harness race-horse breeders.

DeeDee: We actually met for the first time back in 1969. I was raising show horses, and ran into George while I was trying to rent a stable for a horse from him.

G: After we'd been married a while, we wanted to get into a business that would be more profitable, and which would take up less of our time. We found that we were working 15 hours a day on the horses.

D: And we didn't have much of a social life. All the people we knew were breeders and racers. They were all our direct competitors. So we really couldn't have very many friends.

Q: *How did you get involved in the network marketing industry?*

G: We started buying Shaklee products back in 1978. We used the vitamins ourselves, and would feed them to an arthritic horse we owned. We went from being retail customers straight into doing the business, in 1981.

Q: *How did you go about it?*

G: We assembled a lead list-college chums and ex-frat brothers, racing acquaintances, former co-workers, ex-neighbors, anybody we could think of. We had a list of 450 when we were done. And we never even got through calling all those names. DeeDee was great with cold-calls.

D: I started to just walk up to people at the track, and ask them if they took vitamins. If they said yes, I'd offer them our catalogue with the guarantee.

Q: *How did you make the move to full-time networking?*

G: From the beginning, DeeDee retired from working with horses and started treating Shaklee as a full-time job. I just did it part-time for about five years, and then gave up horses entirely to work with her. By 1984, we had 267 sales leaders under us. Now we have about 440. But of course, the more successful ones go off into their own networks. There are four levels of people, and they increase geometrically. If you have 30 in your first level, you will soon have 100 in your second and 200 in your third. And it goes on from there. Our network covers all fifty States, Canada, Mexico, and the Philippines. I believe our distributors number in the millions.

Q: *What sort of training do you give your prospective sales leaders?*

G: We teach them first about our line of products. Then, how to tell the story of the products. Then, how to convey the opportunity. And finally, the philosophy of Dr. Shaklee.

D: Also, we have to teach them the hardest thing of all: to accept the repetition. You have to repeat the same facts over and over. You have to be able to train people the same way over and over-and teach them to do the same thing. That is the key to success in this business.

Q: *Are you still working full-time?*

G: For the past two years, we've only worked three to four hours during the week.

Q: *Has the network marketing business required a radical change in the way you relate to people?*

D: Not really. In fact, our work with horses was good preparation for this. Racing instincts and sales instincts are very similar. We set goals for the horses in stake racing, and worked to achieve them. Adjustments had to be made constantly, and whether you achieved a goal or not, you just had to move right on to the next one. You didn't really have time to worry about failures. It's the same way in sales.

G: Of course, in racing, everyone you know is your rival. In network marketing, everyone pitches in.

D: I can have plenty of friends now!

G: Working in network marketing has allowed us to achieve our goals. We're able to breed horses again. We have three prize-winning stallions.

D: I'm breeding a line of show-horses. But we don't have to depend on the breeding business for an income. This time, we're doing it just for fun.