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More about Network Marketing

Moral Compensation

Excerpts from an Interview with Bob Proctor
By John Milton Fogg

Did you have a negative impression of it (Network Marketing), Bob?

I don't think I had a negative or positive impression. It was more disinterest than anything. I often say "I was caught in my own trap." I have taught in numerous programs that anything we don't understand we have a tendency to criticize and ridicule carelessly.

What did you find when you started looking?

I found that, all things being equal-- good company, good product-- it's probably the most moral form of compensation I have ever seen. And I've studied a lot of them. I believe that the whole universe operates in an orderly manner, and Network Marketing operates more in harmony with the laws of the universe than any other business I've seen. A person truly receives exactly what he's worth. No nepotism, no favoritism. I find that rather unusual in the business world.

What are some of the laws you're referring to, and how does Network Marketing honor them?

Well, for example, the law of cause and effect-- which is one of the laws in the universe-- clearly states that energy returns to its source of origination. Or in more familiar terms, what you sow, you reap. Action and reaction are equal and opposite. This business is so perfectly aligned with that principle. If a person puts the effort out, it does come back. People are recognized for their efforts-- recognition is a big part of it, and compensation is a big part of it.

I see that there are two sources of income in life, one psychic, one material. The psychic income is the satisfaction we get from how we spend our days. We should earn enough money to provide the things we want and live the way we choose. Network Marketing, for the most part, offers that person the opportunity for both.

The people I've observed who are successful in this industry truly love what they are doing. Once they understand the system, away they go-- helping others understand it, too. Keep in mind that there are a lot of people who are not successful, but that's their own fault. Another unusual characteristic of Network Marketing is the seemingly small distance from the bottom to the top.

Can you say more about that, because a common criticism of this industry, Bob, is that there are just a few people at the top while most people are struggling.

That is something that people say, and yet, if you ask them to explain it, they're unable to. Again, what we don't understand we have a tendency to criticize and ridicule. I was probably guilty of that. I got up and said that I didn't know anyone who was earning any money. Well, I really didn't know that many people involved in Network Marketing at all. There were passing acquaintances, but I certainly didn't know what they were earning.

I've since found out, of course, that there are a lot of people earning great money in Network Marketing. My wife has been very successful, and she's having an awful lot of fun at it. I spend almost all of my time working in this industry now because I enjoy working with Network Marketers so much. I still do some work outside, and it's not that I couldn't do more, I just don't really have a desire to.

Bob, besides the moral quality that you've already spoken about in the structure of Network Marketing, what other differences do you see between Network Marketing and a conventional business?

The difference is like night and day. It's paradoxical, really-- people who do not understand Network Marketing point at it as a pyramid, when the truth is that they are probably involved in something that truly is a pyramid!

All business is shaped like a pyramid, but the difference is that in Network Marketing, everybody is at the top of their own pyramid. In corporate America, that's not the way it is. A good example of a pyramid is a Canadian bank. There are only half a dozen banks in Canada, and the people at the top all earn in the millions, while the teller probably earns \$20-25,000 a year, with very little hope of getting to \$35,000.

A person can sit down and draw her own star, then go and get it in Network Marketing. On top of that, she'll get help-- in Network Marketing, everyone wants to help everyone. That isn't the case outside this business.

In Network Marketing, a person has the opportunity for expansion and fuller expression. In other words, his life can continually improve. There seems to be no end to it. I've only been around the industry for a little over three years, but I'm absolutely fascinated with it. People naturally want to expand and express and grow-- the corporate structure impedes that growth, while Network Marketing supports it. In fact, it's to the advantage of the people above you to help you grow.

Bob, in looking at the uniqueness of this business, what are some of those challenges that Network Marketers face?

I think the biggest challenge a Network Marketer faces is the paradigm shift that they have to make



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themselves. Second is learning how to present the opportunity to someone in such a way that enables that person to make a paradigm shift, too.

We're conditioned genetically; we're conditioned environmentally. Like the old economy -- if you look at it as the old economy and the new economy. The old economy deals with competition. I think a good example is if you had a pie, and the pie is cut up, and you get a piece, I get a piece, maybe six other people get a piece. If I want more of that pie, I've got to outwit, out-market, or out-sell you, or out-scheme you. For me to have more pie, you're going to have to have less. We're dealing with a limited supply.

In Network Marketing, which I believe is the distribution system that is ushering in the new economy, a person is dealing with an infinite supply, which is in line with spiritual laws. There is no limit. So the person says, "If I want more pie, I'll make a bigger pie, and I'll make you aware of how I am enjoying more pie, so you can, too." It is the most phenomenal system, and it just keeps getting better, because you become more and more aware of the truth of it.

What kind of difficulties does that present for somebody who, say, came out of a corporate environment where the rules of the game are different?

I'll give you a good example for your readers to try. Question to the readers: are you right-handed, or left-handed? Okay, now I'm going to ask you to sign your name. Sign your name on a piece of paper. Now put the pen in your other hand. Don't just read this -- put your pen in your other hand.

You can feel the tension building in your body. Your mind reacts to it. You think "I don't write with my left hand. This is so uncomfortable. It's so cumbersome. I'm going to make such a mess. I'm going to make myself look foolish, and what will my neighbor say?" We're not programmed to write with our other hand. People are programmed to live a certain way. What we're saying is change the programming. It's like learning a new language. It's almost as if you go home and your family doesn't speak English any longer, but French or Spanish. Eventually, you would learn what they are saying, but it would be extremely difficult and very stressful at the beginning.

Can you speak about the things that need to be reprogrammed, specifically, Bob, or give us some examples of things?

We have to begin by understanding ourselves, and improving our self-esteem. We've been raised to be dependent on the corporation, the boss, the company. We're programmed to believe that if you go to school, get a good education and a job in a big company, that you're safe. Of course everyone knows that that's not true. People have been being laid off,

downsized, reengineered, or fired by the hundreds of thousands-- many are walking the street wondering what's happened.

We're living in a new economy. The world has shifted-- I believe it's aligning itself more with the universal laws. See, there's a bigger gap today between the haves and the have-nots than there ever has been before, and it's getting wider. In a recent article in the Toronto Daily Star, they pointed out that the top ten percent of income earners are earning 314 times what the bottom ten percent are earning. The people on the bottom haven't even a hope of how to get to the top, and the old system isn't going to help them.

Network Marketing clearly explains how you get to the top. The intellect can understand that-- "I know I can get to the top. Now I've got to change that emotional, conditioned mind of mine." That's harder, but people care and want to help you make the transition. There are some absolutely brilliant people who intellectually understand it, and yet don't make it. They don't make it because they never get that paradigm changed. I think there has to be more education in that area. Network Marketing is still new enough that it has not come together for the development of people yet-- and it may not for a few more years. It's in an evolutionary state. There has to be more focus on helping the individual change her subjective conditioning. People have a difficult time grasping it, so they struggle.

You see, wealthy people have always had multiple sources of income. I believe that wealth is a very real part of life-- it has to be addressed and understood. A person cannot live a full life if he doesn't have any money, because we use money for things, and we need things for the development of our potential. I have been teaching people that they must have multiple sources of income if they are going to accumulate any wealth-- not just one source. It won't work.

The beautiful part about Network Marketing is you set up multiple sources of income with each person you bring in. So in a relatively short period of time, I could have two or three thousand sources of income. Makes a difference in a person's life.

Which speaks to the business of leverage.

Absolutely. There are three income earning strategies: M1, M2, and M3.

M1 is trading our time for money. Approximately 95 to 96 percent of the population does that. It has an inherent problem called saturation.

What do you mean the inherent problem is "saturation"?

You run out of time. You only have so much time, and if you're trading your time for money, you obviously have a ceiling on what you can earn. Doctors are realizing that today. The doctor has to spend more



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time to earn less money. So does a laborer. So does a lawyer-- chargeable hours are the most important words in a lawyer's vocabulary. That's the M1 strategy that school teaches us and that we've observed our parents' involvement with, for the most part.

If a person becomes wealthy on the M1 strategy, it's at the expense of a life. They've compromised on the car they drive, the home that they live in, the vacations they take, the school they give their kids, the clothes they wear, because they need the money to live.

M2 is an excellent strategy-- investing money to earn money. Those who understand it know that leverage is a great way to work the M2 strategy. There're only three people out of 100, though, who understand, and some of those aren't very good at it.

Now, M3 is, without question, the strategy that wealthy people have always used. It's a strategy of leverage. Approximately one percent of the population uses this strategy, but they earn around 96 percent of all the money that is earned. M3 is multiplying your time through the efforts of others, by setting up multiple sources of income. It's a phenomenal strategy, and Network Marketing is tuned into it.

Earning money has absolutely nothing to do with work. This is the real paradox.

Say more about that, please.

Napoleon Hill, who probably taught us as much about earning money and wealthy people as anyone, said, "If you are one of those people who believes that hard work and honesty alone will bring riches, perish the thought, because it's not true. Riches come, if they come at all, in response to definite demands, based upon the application of definite principles, and not by chance or luck."

Now, let's take what he's saying and relate it to Network Marketing-- "Riches come, if they come at all, in response to definite demands based upon the application of definite principles, and not by chance or luck." Is there a demand for someone who can show that 96 percent, the people who are feverishly involved in a losing proposition in the M1 income earning strategy, how to move to M3?

Is there a demand for someone to show an individual how to close the gap between the haves and the have-nots?

I think there's a screaming demand for it, and it's something that Network Marketing does. We show them how to close the gap. We show them how to spend their days doing the things that they really love doing, and at the same time, earn the amount of money they need to live the way they choose to live. I don't think we're made for work, I believe that work is made for us. I work every day, but I never look at it as work, because I absolutely love what I'm doing. I find it amusing that I get paid so well at times. I

would do it for nothing, because I absolutely love it. Love is harmony-- it's when your conscious mind, your sub-conscious, and your body are all in sync, and you truly love what you're doing.

Are you willing to talk to me about the role of love in Network Marketing?

Sure -- that's a subject that people should spend a little more time with. I see love as resonance. It's harmony. People who are in love with helping people are huge winners. You see that proven in Network Marketing all the time-- the big winners in Network Marketing love watching a person wake up. They love watching them win.

The biggest reward for people is helping others succeed be healthy and happy .

BOB PROCTOR is the publisher of Networking Times. He is also an author, lecturer, counselor, business consultant, entrepreneur and teacher preaching the gospel of positive thinking, self-motivation and maximizing human potential. He has conducted seminars, speeches and consultations for Prudential Insurance, Procter & Gamble, United Way, National Speakers Association, Quaker Oats, to name a few of the most familiar, as well as Network Marketing companies. He is the author of the best-selling book *You Were Born Rich* and *The Winner's Image*, *The Goal Achiever* and *The Winner's Circle* series, among other titles.

For Eddie and I, neways has not only been a source of good quality health giving supplements and products, it has also been a source of income. We have also witnessed numerous improvements for many. Our neways income at present pays for everything we buy from Neways and a gives us a little boost to our present income. Basically it pays for looking after our health. We have not put in a huge effort to expand the business but we do put in a lot of time and energy in helping others and investing in others. The rewards are extraordinary. Making a difference in someone's life gives a lot of satisfaction. In terms of wealth I do believe everything comes at the right time, and network marketing with neways is such fun. It is like gardening everything has its season and it does depend what you want to harvest. We are still at the stage of preparing the land and sowing the seeds. By preparing the land I mean improving ourselves and our health, by sowing the seeds I mean doing the research, sharing information and attracting those who will benefit. Some are better gardeners than others, but we are all always learning. There are many amazing gardeners in my downline but two will soon be getting Neways to pay for their car. They are Jan and Neelam Arts. Not only have they helped so many. They continue to inspire many more. Another gardener I have to mention is Trisha Mulholland whose conscience and heart and generosity spill out to help and heal.

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Dear Eddie and Ranjana,

Having read your pamphlet on the Chi machine I have some questions regarding the source of your anatomy/physiology as it is confusing to me and not what I have come to understand.

ENHANCE THE IMMUNE SYSTEM.

I was not aware that the spinal cord produced haemoglobin nor that it had anything to do with the immune system. Nor that haemoglobin was involved in the immune system.

NERVOUS SYSTEM STIMULI THAT PROMOTES BONE MARROW PRODUCTION.

Most production of blood is then left to the back. What does this mean? "the back" can mean so many things. I thought blood production took place in the adult in the sternum mainly but also other membranous bones.

BALANCING THE CENTRAL NERVOUS SYSTEM

Is this good for both the central and autonomic nervous systems and if so how?

My source of physiology is Guyton.

F.M.

Your email was most welcome. It has given me a chance to research the chi machine further.

First of all I need to apologise for the errors in the chi machine info sheet.

You are quite right the spinal cord does not produce haemoglobin. It is the spinal vertebrae that are involved in globulin production. This is an error that occurred when I was cutting and pasting the information together. In my haste I did not notice this mistake. Since then I have updated the information sheet on the chi machine. The paragraph on Enhance the immune system should read:

Enhance the Immune System

The two main organs that can produce immune system globulin are the spine and the thymus. From the age of 40 in men and 35 in women the thymus begins to shrink leaving the job of globulin production to the spine. Using the chi machine stimulates the spinal immune recognizer that in turn produces more globulin. As globulin levels in the body increase the body's immune defences are strengthened and illness is easier to avoid or resist. The side-to-side spinal movement created by the Sun Harmony exerciser stimulates the sympathetic nervous system and helps to strengthen the blood production capacity of the spine. It can therefore help to improve anaemia.

The spinal cord does have an important part to play in the immune system. The spinal cord relays messages to the brain about the body's condition and requirements. These messages will then tell the body to produce red and/or white blood cells. Among the spine's functions are support, blood production, movement, and nervous system.

My understanding of the body is (w)holistic. Function or non-function of any organ affects the whole. For example if the lungs are not functioning properly and not oxygenating the blood then the whole body suffers. If the spine is damaged the pain that manifests puts the rest of the body under stress. Similarly, Haemoglobin function i.e. the transport of oxygen is vital for all our metabolic functions and would in turn affect our immune system. Any oxygen or nutritional deficiency greatly hampers the immune system from functioning well. **I have learnt that the well being of the body requires attention to all of it and not only to a part of it. That is why good nutrition and supplementation is so vital as it feeds the whole body. In a similar vein exercise benefits the entire body.** The chi machine utilises a particular sideways movement that massages the body in a unique manner that relaxes and helps the body nourish itself. I do not know if you have ever done yoga or meditation, one of the plus points of these practices is that they relax the body which in turn has a beneficial effect on our physical bodies as well as our mental and spiritual bodies. Many of those who have bought the machine from me have been astounded by how easily it helps them to achieve a deep state of relaxation some even have found it induces meditation.

My husband did study to become a nurse years and years ago, he recognised your references. We are aware that Guyton is considered to be one of the most used (revered) references by the medical profession. I did recheck Guyton about blood production. Blood cells are made in the red bone marrow in the centre of certain bones of the skeleton. The main sites of blood cell production are the pelvic girdle, ribs, sternum and the vertebrae.

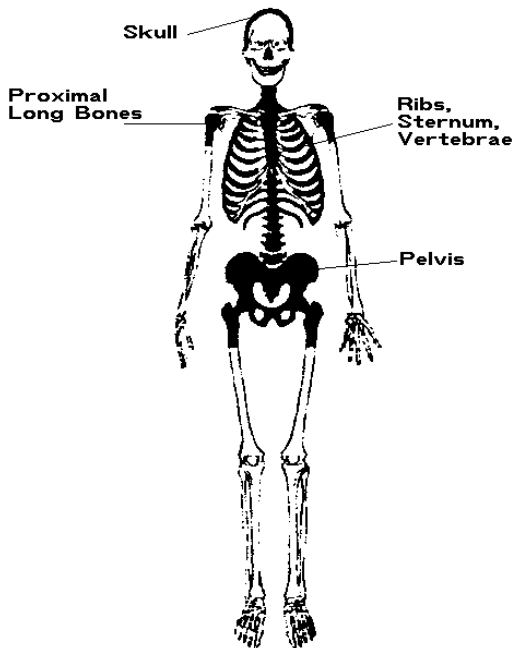
This is the diagram I extracted from the haematology lecture given at The University of Mississippi Medical Centre, which houses the Guyton Archives. It is also clearly stated that stimulation of the relevant parts can stimulate blood production. Looking at the diagram reminds me that the chi machine because of its unique movement would help stimulate the relevant parts. This also brings me to your third query, which asks about blood production being left to the back. Here back refers to the pelvis,



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Areas of Marrow Activity in the Adult



vertebrae, ribs and the back of the skull (membranous bone).

With regards to balancing the Central Nervous System, the machine is good for both the central and autonomic nervous systems because it works on the entire spine without the client doing anything. As the spine is connected to all the bodily functions, everything benefits. Within the brain and extending through the core of the spinal column, is the central nervous system and branching out from it is the nerve network that reaches every part of the body and provides all body functioning not under conscious control, (breathing, digestion, heart rate etc.) This extended nerve network is termed the autonomic nervous system and it further divides into the sympathetic and parasympathetic nervous systems, which provide vital balance to the body's nerve functioning. Any impairment to the spinal alignment or abnormal spinal pressure on vertebrae joints can impair the autonomic nervous system resulting in minor and major body dysfunction, disorder and disease. The chi machine is useful and valuable tool in maintaining good health.

References:

University of Mississippi Medical Centre

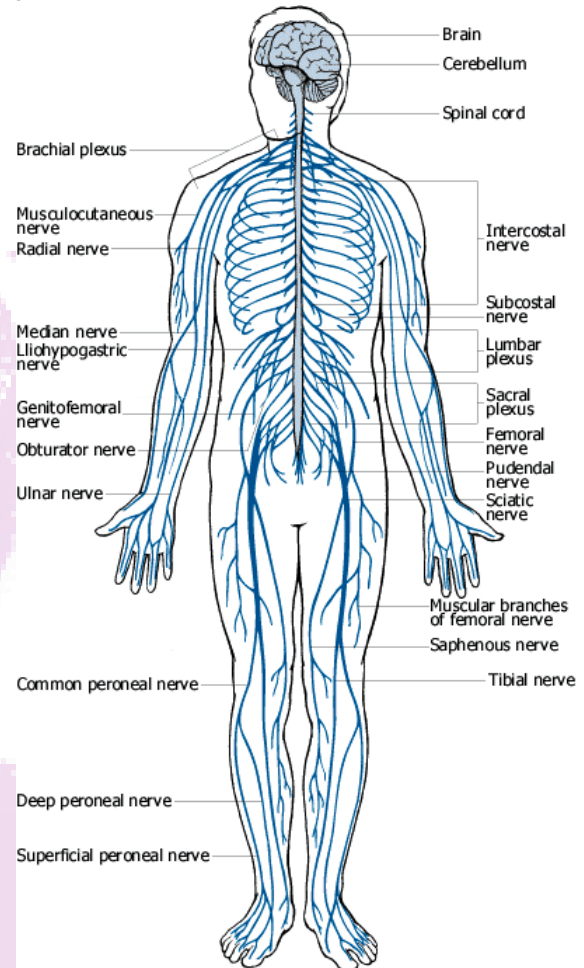
<http://www.bbc.co.uk/schools/gcse>

<http://www.bbc.co.uk/science/humanbody/body/factfiles/shapeandstructure>

<http://www.bbc.co.uk/health/immune/whatisimmune.shtml>

Nervous System -- Basic

The brain and spinal cord comprise your central nervous system. The network of nerves that connect at different levels of the spinal cord control both conscious and unconscious activities. It is through the spinal cord that information flows from these nerves to the brain and back again.



I am not a medical doctor or a qualified healthcare practitioner, I do not charge for the time or the recommendations I make. I am an artist. I have spent a lot of time investigating and studying health issues. The last 7 to 8 years were spent consistently in research and working with deep personal issues and my own healing. During this process the creative process took a backseat and learning and changing became the focus. It has not been easy and I will never stop learning. This newsletter is a result of those years of study as well as a method to get feedback. I have never found the need to be a qualified practitioner or to get a certificate to prove my integrity or my viewpoint. My present aim is to share what I learn and I continue to learn. At the moment apart from being an artist, I am in the wellness business and it feels very good.

We look forward to receiving your letters, emails and calls.

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More Fluoride News,

"No physician in his right senses would prescribe for a person he has never met, whose medical history he does not know, a substance which is intended to create bodily change, with the advice: 'Take as much as you like, but you will take it for the rest of your life because some children suffer from tooth decay.' It is a preposterous notion." –

Dr Peter Mansfield, Director, Templegarth Trust.

The voting on the second reading of the Water Bill in Parliament does not reflect the views of MPs on fluoridation. This issue certainly 'hijacked' the debate, however, and many MPs stood up to voice their opposition. However, the voting at this reading went according to party. Labour MPs voted for the Bill to demonstrate their Government's right to make legislation. The Conservatives opposed it, because they are the official opposition! The Bill has now gone to Committee stage where it will be scrutinised line by line. Many MPs said that if it comes back with the fluoridation issue still there, they will oppose the Bill. The Committee must report back to Parliament by 21 October.

The following letter was printed in the Bradford Telegraph and Argus on 11 September, 2003.

Illegal fluoride

Sir - Your article on the fluoridation controversy (T&A, September 3) was most welcome. However, there are significant legal matters which the health authority appears to be ignoring.

Firstly, the European Convention on Human Rights and Medicine and the European Charter of Fundamental Rights explicitly acknowledge the right of individuals to refuse or discontinue medication.

This is also standard medical ethics. Water fluoridation thus denies a right established in international conventions.

Secondly, water fluoridation violates an EU Pharmaceuticals Directive, which requires all medicines to be thoroughly tested and registered. The hexafluorosilicic acid used in water fluoridation has been neither tested nor registered. Britain's

Green Party MEPs are taking up this matter with the European Commission.

Thirdly, fluorosilicates are Part 2 Poisons under the Poisons Act 1972. It is anomalous that fluoridation can be made legal while the substances used for fluoridation are banned.

If water fluoridation goes ahead in Bradford, there will be ample scope for legal action against the health authority. Your readers may wish to familiarise

themselves with the briefing on the legal aspects of water fluoridation which can be found on the Green Party website at:

<http://www.greenparty.org.uk/reports/2003/F%20ill%20equality.htm> .

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Even the Government's solicitors concede that water fluoridation is open to legal challenge (letter from Chief Medical Officer to Doug Cross. See Doug Cross' response on

http://www.npwa.freesevice.co.uk/cross_lit.html).

After the last issue, I spent a whole month on this, chasing after my MP and the local Councillors of Hastings and St. Leonards. My MP was actually willing to listen to the dangers of fluoride. As far as the councilors were concerned, of the 30 I wrote to only one replied. I spent much time distributing leaflets and protest forms... I continue to want to get the message across that pure water is vital for our health. Pure water, good nutrition and a positive outlook are essential.

Are we becoming a nation of sqidge, satisfied with things as they are, complacent and unable to get off the couch to switch channels. Have we been successfully brainwashed into apathy. Has comfort destroyed us? Actually if the water does get fluoridated and people get progressively diseased by environmental pollutants and deficiencies who can they blame? Their MP. This is ridiculous. As far as the government is concerned the population do not care. We get what we deserve. Perhaps we are not under enough pressure... perhaps there is not enough suffering for people to get motivated about change. Perhaps...

It is true if it was not for my own former ill health I would not be writing to you now.

"According to experts" who is the expert in what...

I have noticed that the goal of many of these experts is to smear legitimate health and community safety concerns as "junk-science fear-mongering." (for example the present MMR case of 2 mothers being forced to vaccinate their children) You have no idea how often I have considered giving up, stopping this newsletter, not bothering to have this service.

Throwing in the trowel and saying, it is not worth it, we get what we deserve, we choose to be deceived, we choose to be poisoned, mass medicated by fluoride or any other chemical. We choose to put our faith in what we are fed by our politician, doctor, advertisements and other propaganda instead of our innate good old common sense. But then again if we don't bother...

We are nobodies who care deeply about not wasting this precious life. Love and light to you all.