

## VIDEO #10 Transcript

### >> Jeff Roberti <<

- Eric Worre: Hey everybody, this is Eric Worre, and welcome to Networkmarketingpro.com. I'm here with network marketing legend, superstar, highest earner I've ever met in network marketing. \$80 million man plus, grows every single minute, Mr. Jeff Roberti. Jeff called and asked me if I'd come to Memphis and, kind of last-minute thing, come participate in a leadership event that he had here. And I owe a debt to Jeff as an early mentor of mine, and also happened to be traveling to Tennessee to do part of the network marketing documentary, so I told him okay, and we decided to do that today, and had a great time. And thought we'd, since we had the camera here, pull the camera out and talk for a few minutes. But welcome to the show.
- Jeff Roberti: Thank you.
- Eric Worre: Appreciate it as always. The other interview that we did is certainly one of my favorites. I think it's a classic. You put so much value into that, it's unbelievable. But talk about whatever you want to talk about, how you want to ... You have your notes here. I don't know if you're ...
- Jeff Roberti: Well, I took a lot of notes today, Eric, when you did your training, it was fabulous.
- Eric Worre: Thanks.
- Jeff Roberti: Really, really good. You know, I'm a big believer of having a journal and taking really good notes and always learning, always growing, taking it in. And not only taking notes as if you're taking notes for yourself, but taking notes as if you want to teach it. You know,

the fastest path to mastery is to not only apply it in your own life, but to teach it and share it with someone else. And what you shared today, the content ...

Eric Worre: Did some of it looked familiar?

Jeff Roberti: I heard some of it before. It was packaged a little bit differently, but it was just, was outstanding, you know. And it was just such an honor and a pleasure and a real treat for all of us here to have you come speak at our leadership event this weekend.

Eric Worre: It was super fun. Super fun.

Jeff Roberti: Yeah.

Eric Worre: Well, we were talking today, and we were reminiscing, telling old stories, because he and I were part of the same company way back 27 years ago, 26 years ago. And there's some things that we were talking about while we were reminiscing, and one of them was the Sunday night calls. So share with people this concept of the Sunday night calls, and what you did as you were growing your organization and building to a massive growth period.

Jeff Roberti: Well, I think what we were talking about is, I think you went through the seven different skills. And as we were going through the skills, that came up as one of the ...

Eric Worre: Inviting, right.

Jeff Roberti: The inviting people. And we talked about, at least what I had shared is, when you've made a decision ... First of all, the most important step in any relationship is the selection process. And as an example, with Cheryl, I knew of Cheryl, I didn't know Cheryl.

Eric Worre: He's talking about Cheryl Cortese, [crosstalk 00:03:14].

Jeff Roberti: Cheryl Cortese, who you just had an interview with. And I didn't know Cheryl, but I certainly wanted to get

to know Cheryl and have Cheryl as part of the team, and was very persistent with Cheryl to get her to at least take a look. And one of the things I shared is that persistence with someone, and just even like on a, we each talked about on a Sunday night, I've always found Sunday night was a great night to call people, because psychologically they're dreading Monday morning. Most people don't love what they do Monday morning, to go work for someone else. So that was a really ...

Eric Worre: So you made it a habit on Sunday night to call prospects because you knew they were kind of like "Ugh," thinking maybe negatively about going into another week of something that wasn't filling them up to their full potential. So you on purpose knew that?

Jeff Roberti: Yeah. Yeah.

Eric Worre: So every Sunday night you just bang, bang, bang, bang, bang.

Jeff Roberti: Yeah. Well, I mean, I called them other nights than Sunday night, but Sunday night was kind of prime time. I knew that Sunday night, you just know that people are, they're home, most people, and like I said ...

Eric Worre: Weekend activities are pretty much over.

Jeff Roberti: Weekend's over and here we go into the work week. And phone rings, and a lot of times they knew it was me, it was that Sunday night call, and I was just persistent and was able to get Cheryl Cortese in the business and a lot of other great leaders that I recruited.

Eric Worre: Talk to me about persistence. Because some people have this concept, and I think one of the a little overused concept in network marketing is "some will, some won't. So what? Next." If you share it with somebody and they'd say "No, I'm not interested," boom, you forget about them, you never call. Fine, they

rejected me. You kind of emotionally stiff-arm them and you move on and you don't give them a chance. So talk to me about, because you're talking about Cheryl, over the course of two or three months, you might have called and talked to her 30 or 40 times?

Jeff Roberti: Yeah, I mean, I just didn't give up.

Eric Worre: 30 or 40 times, people, okay? For a person who's earned now \$25 million or so over the course of the last 27 years. Do you think that was worth doing? And how do you keep calling and keep that moving? How do you keep it active?

Jeff Roberti: Well, you know, first of all, I didn't just call her. You know, I didn't just stop with her and just only talk to her. I mean, I was still talking to 10, 20, 30+ people every day. But like I said, the important step in any relationship is the selection process. And I had known of Cheryl and the success she had had briefly with another company, and that company was, she was no longer involved there. And I thought "Wow, if I could get Cheryl, she's got the skills, she's got the talent," and so I just stayed persistent with her. And finally I got her, I came into her area, I started my campaign. I had some ...

Eric Worre: Before you get to starting the campaign, tell me, what did you say?

Jeff Roberti: It's your interview, I guess we'll let you ...

Eric Worre: What did you say?

Jeff Roberti: I was just getting warmed up there, so I was ready to go.

Eric Worre: I'll get you back to that stage in a second. But you call her the first time, she says "I'm not interested." And then you call her the second time. What do you say?

Jeff Roberti: I say "Why are you not interested?" I don't know what I said.

Eric Worre: But I'm just trying to say, I know you talked to her 20, 30 times over the course of a short period of time.

Jeff Roberti: Yeah, you know ...

Eric Worre: Was there, you know "You interested now?" Or "I want to tell you a new story," how did you keep the conversation going without feeling like it was shut down and over?

Jeff Roberti: Well, first of all, I came from such a position of strength.

Eric Worre: Yeah.

Jeff Roberti: You know, as far as just being bulletproof, just having that voice of authority, that congruency, that passion, and people can feel that. And even though she was not receptive at first, I was committed to getting Cheryl to take a look at this, and I wasn't just going to take a blind no as an answer. You know, I wanted her at least to educate her where she could get the facts and make an intelligent decision. But don't make any mistake, I certainly kept moving forward and talking to lots of people in the meantime, and it was a process. You know, recruiting sometimes is not just a single event, it's a process. It's a series of exposures, a series of just dripping on that person and staying persistent. I've got a lady, been out in the business 17 years later, and she's one of our top producers.

Eric Worre: Yeah.

Jeff Roberti: But I've talked to tens of thousands of people in the meantime.

Eric Worre: Sure.

Jeff Roberti: So it's just, you know, there's just nothing like leading by example. Being the best distributor in your organization, always holding yourself accountable, setting real high standards. And when you get a

chance to share this opportunity with a producer like a Cheryl Cortese, you stay after them until you ... And I actually got Cheryl, I mean the story, Eric, if you really want to know the truth, truth is I got her by fear of loss.

Eric Worre: Yeah.

Jeff Roberti: I came into New Orleans, I started my campaign, I had the thing blowing and going, the phones were ringing off the hook. This was back then before social media and social networking and all this stuff today, you know, where you actually talked to a person face to face. And the phones were ringing off the hook. I had all these groups of people together, and I told the company story, the product story, the opportunity story. At the end I said "What did you like best about this? Did you see an opportunity, are you prepared to get started? Here's what you need to do next."

And I had a bunch of people that wanted to sign up, and I looked at Cheryl and I said "They're either yours or they're mine."

Eric Worre: Yeah.

Jeff Roberti: And she said "Well, I guess they're mine."

Eric Worre: "I guess I'll take them," right.

Jeff Roberti: "I'll take them." And so she came into the business, and we started working eight to faint and just going after it day and night. And next thing you know, Cheryl has become one of the top producers, not only in our company, but one of the top female producers in the world. And one of my best friends in the world. So more than the money, more than the business, you know, the relationship and the love and the growth and the contribution that we've gone through over the last 25+ years has been priceless.

So I put a much higher price tag on that than the

money. And her organization does \$2, \$3 million a month in business.

Eric Worre: Wow.

Jeff Roberti: And I get paid on a little bit of that. It's been good.

Eric Worre: It's been good, it's been okay.

Jeff Roberti: It's been okay. That part's good too.

Eric Worre: Pay the bills, yeah.

Jeff Roberti: But it's just, it's one of those things, if you want something bad enough, we talk about, you can go into the Go Pro and get into the nine, all these things. At the end of the day, I'm looking for somebody that's dissatisfied. And I knew she was dissatisfied. She had had an experience, had some success, was no longer involved there. Things were going on in her life. And you know, the timing, it wasn't perfect at first, but as I was still there and consistent, the timing all of a sudden became good for her, going through some things that she went through in her life.

But as far as having that desire, I tell people "What do you look for, Jeff?" I look for people that are dissatisfied, that are hungry, that have a desire, they're willing to work, and they're teachable. And then just going in there and not telling them what to do, distributors don't do what you tell them to do. They do what you do. And inspiring them, leading by example, and going in there and doing what I've talked about in the other interview, the "tell, show, try, do." You tell them, you show them, they try it. And they do it.

Eric Worre: Right.

Jeff Roberti: And you duplicate that.

Eric Worre: Yep.

Jeff Roberti: How am I doing so far?

Eric Worre: You're doing good, man. So many lessons in this. I want people to understand the persistence. I really do, because you are a great example of persistence for me over the period of time where I observed it and I watched as a student to a teacher type of a situation. Persistence is really important. So many of the million-dollar earners involved in network marketing, and the six-figure earners, are only in because one person decided that they were going to stay persistent with that person until they at least understood what it is that they had. One person made a decision that says "No, I'm not going to just walk away from this person. I'm going to stay in touch. I'm going to keep reaching out." And I think that persistence message is really, really important. And then also going in and helping that person get a quick start, getting some results, getting a product story or a service story, getting a check, getting that first month, that first 30 days. Talk about the importance of that first 30-day story.

Jeff Roberti: Well, and we talked about that today. I tell people "Look, do you want to go fast or do you want to go slow?" It's easier to be successful in life and make a fortune than it is making a living. And what you do, your first 30 days in this business, you'll be telling that story for the rest of the time you're involved in your network marketing career with that company. And so there's nothing like grabbing that new man enthusiasm, launching that person, jumping into their warm market, and really getting them off to a fast start that first 30 days. And you know, you just get really good at that. One of the things I tell people is, as a leader, how do you show up? Showing up at a peak resourceful state, showing up, like I said, with that confidence, that enthusiasm just being bulletproof, coming in there and just saying "Okay, I've got this and I could show you how to do it."



And success breeds success. I've had people tell me "Jeff, if it's half as good as you make it sound I'm in, let's go." And the other thing is, is people don't care how much you know until they know how much you care. And they truly know that I am there to add, first of all, to meet their needs. I don't go into a relationship to get, I go into a relationship to give. I'm not measuring what I get in return. In other words, you're putting their needs ahead of your own, right? Their needs, not your needs. You're adding massive value to their lives, whether it's with your product, your opportunity, the personal growth that they're experiencing, belonging, being part of something.

And then the other thing is, is creating those raving fan relationships. Long-term relationships equal long-term success. So you get really good at launching people. You go in there and like you talk about, putting on those 20 new recruits in 30 days, fully engaged, fully immersed, taking all-out massive action. And when you lock arms with somebody like that, you find one of those, what I call the five percenters. 80% are going to do it some time, part time, or no time. You manage them by group, you love them for where they're at, and you have a lot of people do it a little. 15% will play at whatever level they're going to play at. But when you find one of those five percenters, you jump in there and you chase their business from here to China. And you launch them, you get them off to a fast start.

And then you just keep doing that over and over again. You know, you stay in the production stage, the building stage, you never find yourself falling into the management stage or becoming an overseer of the managers, or even worse, becoming an overseer of the overseers that oversee the managers that manage the producers.

Eric Worre: Yeah.

Jeff Roberti: That's supposed to be funny.

Eric Worre: We don't have an audience for that.

Jeff Roberti: Well, we got a peanut gallery here. But it's late, it's 11:00 at night, we've been blowing and going all day. I had a glass of wine. I tell people my best trainings is after a glass of wine, by the way, you want to get the real deal. It's not in the meeting room. It's sitting around talking. But I gotta brag on Cheryl a little bit. The thing I love about Cheryl is, you know, Cheryl Cortese, she's just got this huge heart, and she's a giver. That's what I was looking for, is somebody who not only has the skills, but doesn't operate from here, but operates from here. And when you find that type of person that truly love ... give love first and it'll come back to you.

Eric Worre: Yeah.

Jeff Roberti: I just, I'll give you an example. I just came out on this trip, and I've been doing this now for, this company with, for over 27 years. And just two weeks before I went on this trip, we had the memorial service for my brother. He had a heart attack, he had seizures, he went unconscious, and he was on life support for two months. And Pauly was my best friend growing up, you know, just two and a half years apart. And I'm having talks with my mother about this and his wife oft 25 years, and it was a very, very trying time for our family.

And I found myself, after he finally passed away, and I was sitting at home and just really saying, Jeff gives this in an empowering meeting. He's with the Lord. He's in a better place. There's no more pain, there's no more suffering. There's peace." And it's always hardest on the living. And I found myself with my mom and his wife and the rest of the family, really trying to

be the rock for everyone. And then I had these meetings and these trainings lined up, and sometimes you just don't, I almost didn't go. And when I decided to go and I went to the first meeting, I was down in San Antonio before I went up to Michigan, and now down here. And I went into the room and I said "You know what Jeff, go out there, be with people, and give love first."

And the love that came back was overwhelming. And I realized I was exactly where I needed to be, was to take this pain, to grow from it, to become more, and have more to give. And when I think about Cheryl, is Cheryl and I, we do this business today because we love what we do. We get to add value to people's lives. And there is so much emotional and spiritual revenue that we receive with these relationships and this love and this growth. I mean, you're always the happiest in life when you're growing, aren't you? When there's progress, growth, progress equals happiness. When you get to contribute, when you put, make an impact, do something that counts in life, something that matters, you know?

And so the thing that I love about Cheryl is, we decided years ago not to retire from our business, but to retire into our business. And I went through some health challenges myself a few years ago, and I got a second chance, and I said "You know what, Jeff, never let your comfort get in the way of your calling. Never forget where you came from. Never forget the day that you filled out your application and what it meant to you that somebody cared enough about you to share this product or service, to share this opportunity, and how it changed your life."

So today we play at the level we play at out of inspiration, because we truly want to give back. And I truly believe in life. Life's not happening to me. Life's

happening for me, you know? And to be able to be involved in something like this and to be able to ... 'Cause people always focus on what's wrong in life. Well, you know what's also available? What's right in life. And when you're grateful in life, when gratitude is your primary emotion, fear can't exist. So go to a place of gratitude and be grateful and focus on what's great in life. And always learn, always grow from anything in life. So Cheryl and I, you know, we've been almost like a [inaudible].

Well, I shouldn't even say the company, 'cause we're not supposed to company, you can edit that part by the way. But we're ... Cheryl and I, we're like partners in this business, we work so ... there's such a good chemistry. It's really great to have somebody that you find, that your values are in alignment, your mission is in alignment. We're focused on inspiring healthy living around the world, making a difference, to provide a stable and lasting company that can help as many other people realize their dreams. So here it is, 11:00, 12:00 at night, we're still going. We're still doing this, still sharing. And the thing that I have to say, Eric, that I respect and admire the most about you, and we go way back, is you play from your heart. You're a giver. And the impact that you've made on this industry, and when you asked me to speak at the event last year, I had never spoken outside my company.

I've always focused on ... It's like you have to do 1,000 things well, you do a handful of things 1,000 times over well. And I was like "You know what? I'm focused in what I do here, I don't have time for all these other companies or programs or this or that." But when you talked to me about it, I thought "You know what, Eric is making such a huge impact, such a difference. And here's a chance, Jeff, to not only give back to your company and people that you have a relationship with here, but to take it and share it and give back to the

industry that's been so good to you."

Eric Worre: And I will tell you, everybody loved what you did last year, and I was honored that you agreed to come for the first time. I know it was a big step, but I'm also honored that you agreed to come back and speak at ... I've already posted up our interview that we did, the very first interview that we did just last week, just to let people know that you're coming. You came for the first time last year, and you kind of soaked it in. For a person that hasn't been there before, what would you tell them about the experience of being there, and if they should attend?

Jeff Roberti: Well, you know, there's paying activities in our business. We all know what the paying activities are.

Eric Worre: Paying?

Jeff Roberti: Paying.

Eric Worre: Oh, it sounded like pain.

Jeff Roberti: No, paying, P-A-Y-I-N-G. Paying.

Eric Worre: Okay, got it. Got it.

Jeff Roberti: I'm speaking English over here, by the way.

Eric Worre: I understand.

Jeff Roberti: Okay.

Eric Worre: I understand.

Jeff Roberti: Paying activities, paying.

Eric Worre: Sometimes I don't hear in English.

Jeff Roberti: Paying activities. The paying activities is what? Sharing your product, sharing your opportunity, building relationships. The follow-up, the events. You know, there's paying activities. Well, one of the non-

negotiable paying activities is, of course, your company, if they have a conference, you learn to master these major impending events. Whether it's the Super Bowl or the World Cup for your company, but now with what you're doing, that is a non-negotiable paying activity. People come to that.

Eric Worre: Once a year.

Jeff Roberti: Once a year, they spend the two, three, four days fully immersed in that and get ... I remember what Jim Rohn said, "Jeff, no one person has all the answers. Gather from many sources and take it all in, and then find out what works for you. Blend it in." But that event, the Go Pro, your once a year mastery event that you put on, is a non-negotiable paying activity. You go there, you take the notes, you play full-out, you'll leave there with a Ph.D in direct sales, network marketing, social marketing, whatever you want to call it. And you'll come out of there on fire. You'll be flying so high you won't even need the plane to get home after leaving there.

Eric Worre: What did you feel about the event being safe? Like people weren't recruiting?

Jeff Roberti: You know what, that's the other thing I respected the way you put that on. And you laid the rules out, you said this is a non-recruiting environment. Everybody plays nice. You don't have your products or your service out. You're not trying to talk to people about what you're doing. And I don't care if you're a brand new guest or the top earner, the top speaker, there's a zero tolerance. You told me you've even had ...

Eric Worre: One time, one time.

Jeff Roberti: One time, that's out.

Eric Worre: The first time, last year, we had to kick out two people, two high leaders that just couldn't help themselves.

Jeff Roberti: So what you've created is a safe environment for people to learn and grow.

Eric Worre: That's what I want it to be.

Jeff Roberti: And it's really something. And it was kind of neat for me because I don't really know what's going on out there in the industry. I'm focused on my company and what I'm doing. I do one thing and I do it really well, and I've never got distracted. But it was kind of neat and kind of refreshing to see some of the other leaders and these other companies, and to share with them and to build those relationships. And there's plenty of room out there for all of us in this industry.

Eric Worre: Sure.

Jeff Roberti: You don't need to push, you don't need to shove, you don't need to be rude, or try and be greedy. Our industry really is just in its infancy stages.

Eric Worre: It is.

Jeff Roberti: It's really just getting start, what is it, \$170 billion a year in sales worldwide? You know, this is a profession. This is a method of distribution that I'm very, very proud about being part of. Most people, they don't really realize what they have here. And I love the fact that you're ... I'm talking a lot, aren't I?

Eric Worre: I love it.

Jeff Roberti: All right. I love the fact that you're doing this documentary about the industry, because most people don't understand what we're all about, the credibility, the integrity of what we have here. You know, there's always bad apples in any business, right? No matter what it is. But tell you what, we've got something here that's really special.

Eric Worre: I'm going to tear it up. We got going now, didn't

we? see that?

Jeff Roberti: One glass of wine, that's all took.

Eric Worre: Well, ladies and gentlemen, I hope you've gotten some value here. We did this impromptu kind of last-second type of situation, but any time an icon, a legend in the network marketing profession is willing to sit down and have a conversation in front of the camera. I'm going to turn the camera on and I'm going to send it to you, because I just think it's fun to be able to share these ideas, share these stories, and I hope you got value from this. I hope you did. I did.

And I hope you're planning, if you don't already have your ticket for the Go Pro recruiting mastery August 11th, the remaining tickets are going to go on sale. Make sure you mark your calendar. We'll be letting everybody know on that day. And I think like there's about 1,600 tickets left, and we're going to sell out at 8,000, people and it's going to be spectacular.

So that's our show for today. Ladies and gentlemen, our wish for all of you is that you decide to become a network marketing professional, you decide to go pro, because it is a stone cold fact that we have a better way. Now let's go tell the world. Everybody have a great day. We'll see you next time. Take care, bye-bye

Jeff Roberti: Peanut gallery?

Eric Worre: Yay. Nice work.