

VIDEO #3 Transcript

>> Cedric Harris <<

Eric Worre: Welcome to Network Marketing Pro. My name is Eric Worre and today I'm here with Cedric Harris. Cedric.

Cedric Harris: Hey Eric.

Eric Worre: How you doing?

Cedric Harris: I'm awesome, my friend. How are you?

Eric Worre: I'm doing good. I'm doing ... I appreciate you coming all the way here to Las Vegas to sit down and have a little conversation with me.

Cedric Harris: Thank you for having me my friend.

Eric Worre: It's my great pleasure. And Cedric is a \$1 million a year earner. He's been involved in the profession for a number of years. We're going to learn a little bit about his story. But I'm a firm believer that success leaves clues and there's nothing I like more than digging in a little bit and finding out what makes this person different than somebody who isn't making \$1 million year? What can we all learn from your experiences from the things that have worked in your business and things have been successful? So I hope you enjoy our conversation together. But Cedric, why don't you start, I don't know a lot about your story.

Cedric Harris: Okay.

Eric Worre: Prior to network marketing where'd you come from? What was your upbringing like? What was your life like prior to network marketing?

Cedric Harris: A great question Eric. It was an interesting, interesting life. I grew up in Richmond, Virginia in the south. I was lucky enough to be raised by someone who understood the sales game, who was also a butcher at a grocery store. So, my dad actually sold CB's on the side. He was really, really big into CB radios.

Eric Worre: Like breaker breaker one nine.

Cedric Harris: Absolutely. Absolutely. His handle was amazing Spiderman. So, he talked to people all over the world but obviously fast forward 20 plus years later to see these don't exist anymore. But I watched my dad sell a lot of CB's to a lot of his friends and I started to learn the sales process back then. And then, I will tell you that when I was in the 10th grade I started selling candy and I got really, really good at it.

Eric Worre: Now was this a school fundraiser type of thing?

Cedric Harris: No, it was a Cedric Harris fundraiser.

Eric Worre: So, it wasn't for the band or the ...

Cedric Harris: It wasn't for the band. It wasn't for the boy scouts, girl scouts. It was for my pockets.

Eric Worre: So, you'd go by it and mark it up?

Cedric Harris: Absolutely. So my dad, he worked at a grocery store. So, I told my dad one day to bring me home a bag of blow pops. And he brought me home a bag of blow pops and I sold those blow bobs. And then, I started buying Boston Baked Beans, and Now and Laters, and Snicker bars. And before you know it ...

Eric Worre: You were a candy store.

Cedric Harris: I was a candy store.

Eric Worre: How'd you carry all this candy?

Cedric Harris: I had a big duffle bag. So, I had my regular book bag, then I had a duffle bag that had all my candy in it. So, literally 10th grade, 11th grade, that's how I fed myself really. Because ironic Eric one day my mom ... I grew up in a neighborhood whereas it was my mom and my father. And about five minutes from my neighborhood was the projects. And that's really where I "grew up at" all my friends, and family, everybody that I knew.

And I was at home counting the money one day and I counted out \$110 and my mom walked in the door and my mom said, "Where'd you get all that money from?" First thought in her mind is where'd you get all that money from? And I'm like, "Selling candy." She says, "You didn't make that much money selling candy." I said, "Yes, I did." She said, "You made \$110 selling candy?" And I said, "Yeah." She said, "Well, I make \$500 a week so you don't need me anymore. So, no more school clothes, no more Michael Jackson jackets, no more AJ jeans, no more Michael, none of that stuff you're on your own."

Eric Worre: So, you earned yourself on your own?

Cedric Harris: 15 years old I was on my own.

Eric Worre: It wasn't extra money anymore.

Cedric Harris: It wasn't extra money anymore. I had no choice. I had no choice.

Eric Worre: Wow.

Cedric Harris: It was the best thing entrepreneurially though that my mother could have ever did, the best thing. Because from that point I was an entrepreneur. I had to do it and was on commission.

Eric Worre: You were thinking independently?

Cedric Harris: Absolutely.

Eric Worre: You weren't looking for any allowance?

Cedric Harris: No. There was allowance.

Eric Worre: Because it wasn't coming.

Cedric Harris: No. The only benefit I had was my dad worked at the grocery store. And he didn't even get a discount on the candy. So, he was just the guy that delivered it to me. That was it. But it changed my life. I still thank my mom to this day of her cutting me off and basically put me out on my own.

Eric Worre: Is your mom still around?

Cedric Harris: Absolutely.

Eric Worre: Yeah.

Cedric Harris: Absolutely. Absolutely.

Eric Worre: Yeah. Yeah. So, what a great lesson.

Cedric Harris: Yeah, it taught me a lot. So that ...

Eric Worre: So, 10th and 11th grade you become this, the candy king of what's the high school?

Cedric Harris: George Wythe High School. George Wythe High School in Richmond, Virginia.

Eric Worre: Yeah. So, you're the candy king of that school?

Cedric Harris: I'm the candy king of that school.

Eric Worre: What is somebody else started coming in and selling candy?

Cedric Harris: They were.

Eric Worre: It wasn't your territory?

Cedric Harris: I wasn't the only one.

Eric Worre: No?

Cedric Harris: I wasn't the only one. There was another people selling candy but there was enough money to go around for all of us just like in network marketing. There's enough money to go around for all of us. Every kid has a sweet tooth in high school so there was enough money to go around for all of us. So, it all worked out.

Eric Worre: So, what happened next?

Cedric Harris: My candy bag got repossessed.

Eric Worre: What?

Cedric Harris: One day one the assistant principal came to me and said, "Hey Cedric, I heard you're the candy man." And he said, "Let me see that book bag." And he took my book bag and he whipped out a blow pop and he ate one and he said, "If you ever sell candy again I'm going to expel you." And I said, "Wow man. I've been feeding myself doing this." So that ended my candy career. That ended my candy career. I ended up going to a school that was an alternative school.

Eric Worre: What Was the problem with selling candy?

Cedric Harris: Well, you're not supposed to sell candy. Maybe that was back in the nineties.

Eric Worre: Yeah but maybe I suppose it's probably the same thing today.

Cedric Harris: Yeah, I'm sure. I'm sure. And it was very lucrative for me. So, when he did that, you want to talk about sinking my battleship.

Eric Worre: Bam. Your own little personal high school recession.

Cedric Harris: Yeah, yeah, yeah. And it was a life changer cause I had to explain it to my mom cause my mom cut me off two

years prior. So, it was like, "You're on your own. Figure it out." So, actually I got into the clothing business. I got hired at a clothing store called Cavaliers Men's Shop.

Eric Worre: Let me ask you a question before you go to the clothing store.

Cedric Harris: Sure.

Eric Worre: Were you ever, because you had friends that lived in areas where they sold other stuff, were you ever tempted?

Cedric Harris: Tempted? I did it. Tempted? I lived that life.

Eric Worre: When? After high school or no?

Cedric Harris: Actually, ironically as soon as my candy bag got repossessed I had \$27 to my name and My mother said, "You are on your own." So I had a choice. I got \$27 so what do I do? So I invested.

Eric Worre: You're used to selling stuff.

Cedric Harris: Yeah. I invested that money, and I invested, and I invested, and I invested.

Eric Worre: Because your environment's an incredibly powerful thing.

Cedric Harris: Absolutely.

Eric Worre: And you're going to reach out to where opportunity presents itself right? It's all you can do.

Cedric Harris: It's the old adage of you become the top five people you spend the most time with. And the top five people I spent the most time with were pharmaceutical salespeople. So, I became number six. And I learned very quickly that that wasn't the place where I was supposed to be.

Eric Worre: What changed your mind about that?

Cedric Harris: A guy in a black robe. A guy in a black robe that

controlled my life. That at one point I could have been looking at 10 years and he said, "I'm going to give you a shot."

Eric Worre: So, the judge? Okay.

Cedric Harris: Yeah the judge. Yeah. Yeah.

Eric Worre: So, he gave you a chance?

Cedric Harris: He gave me a chance and I actually went to a 90 day boot camp program. And that 90 day boot camp program changed my life Eric. I was 18 years young and 42 of us went into this boot camp program and 12 of us came home. And it was the hardest thing I've ever done in my life and it was very humbling. I tell people all the time, I never ran, never jogged or anything, we were running 15,20 miles a day, crazy push ups, sit ups. We had to work eight, 10 hours a day. Everything was strenuous. We were on schedule five o'clock in the morning.

It was ran like a military. But it was for people who did things that they weren't supposed to do. And it was one of those things of you can either quit or you can get put out. And on day one I would say about 10 people quit because it was so hard. And they said, "I'd just rather go to jail. I'm not going to do this." And I'm like, "You guys are crazy. I'm going home in 90 days." So, it was life changing. September 23rd, 1994.

Eric Worre: Wow.

Cedric Harris: Yeah, 1994 changed my life. That's when I walked out of that boot camp program.

Eric Worre: So, you walk out of there a free man.

Cedric Harris: I walk out of there a free man.

Eric Worre: A changed man?

Cedric Harris: Changed man.

Eric Worre: In shape?

Cedric Harris: In shape, still jogging for no reason and getting up at five o'clock in the morning for no reason. It was humbling.

Eric Worre: You got some discipline connected to this entrepreneurial mindset.

Cedric Harris: Yeah I had some discipline. And one of the things I tell people all the time in the network marketing industry, your background can assist you in your future at the same time. Because ironically because of what I went to bootcamp for nobody wanted to give me a job. And I was a great salesperson. Before I went into bootcamp I sold clothes. I was the top salesperson at the clothing store that I was at. So much so that when I started that bootcamp process and the manager got me out because I was so valuable at the store he was like, "No Cedric can't be there." He got me out. And nobody would hire me and I'm like, "This sucks." And then, finally I got another job in another clothing store, propelled there, got into food sales.

We had a company called American Frozen Foods and I ran a sales team there. And that's when I got introduced to network marketing. When I was running that food service company. We were selling four, five, six months worth of food to homeowners at one point at one time and a \$2,000 freezer. And it was a one call close. I had 14 salespeople. We covered Richmond, Virginia. And I started off selling there, and I got really good, and they made me a manager. So I overrode everybody, went out in the field, taught them how to close, all that good stuff, and it was awesome.

And one day a good friend of mine, one of my sales guys, he walked in and he says, "Hey, I met this guy. You really need to talk to him." And I'm like, "I need

to talk to him about what?" He introduced me to this thing called Excel Communications. Like I told him, "I'm not interested, but I told them that you might be." And ironically the next day he tried to cancel his food service and when somebody tries to cancel [inaudible 00:10:10] They've got to talk to me before it happens. And I'm like, "Hey, before we think about canceling this why don't I come out to your house and talk to you about that?" So, I actually came out to the home, save the deal, then he introduced me to Excel. That was my introduction to network marketing.

Eric Worre: So, you got connected there. Were you excited right away? Were you resistant?

Cedric Harris: I was actually extremely excited.

Eric Worre: What excited you? Was it the power of the compensation plan or?

Cedric Harris: At the time in the 90s when I sat down with him ... I'm don't want to get too deep into income because we love this industry but there were so many people making exuberant amounts of money and then it was residual and everybody had a telephone. Right. So, when they explain it to me.

Eric Worre: Just so everybody knows, this is a company, it's called Excel Telecommunications, that sold long distance service back when people were paying 10 to 25 cents a minute for long distance. And then, they eventually sold to another larger company and the network marketing aspect of it disappeared. But a lot of my friends started there and had some good success there.

Cedric Harris: It was the easiest thing I've ever done. It was so easy because everybody had a telephone.

Eric Worre: Easier than candy?

Cedric Harris: It was, no okay candy was easier. I take that one back.

I take that one back. Candy was easier. It was the sugar, sugar. That was easy. But yeah, I mean what got me excited everybody had a telephone, and I knew that all I had to do was get an autograph, and I was used to selling and collecting money. So, to know that all I had to do was get a autograph and they just switched their long distance from AT&T to Excel. They charge 20 cents a minute, Excels doing it for 10, and all we had to do was mail in the form. It was [inaudible 00:11:57] We went out and created a team. We even were door knocking, talking to everybody that we knew, we didn't care. So, it was extremely exciting.

Eric Worre: So, you move forward. Since that day, have you done anything else other than network marketing?

Cedric Harris: Yeah. Yeah. Did Excel and then just like you said the long distance portion, well the networking side went away about a year later. And ironically I ended up in the mortgage business. So, I got in the mortgage business. I answered a ad in 2001 that said, "This will be the last job you'll ever take in your life." And I said, "Yeah, right." And I showed up at the interview thinking that there was going to be a Kirby vacuum cleaner showing up or something crazy. And the guy told me, "We do mortgages."

The company happened to be the largest VA mortgage lender in the nation. I didn't know anything about mortgages at the time but it was a one call close. So, all we did was run leads, sit down with the homeowner, close them on the spot, that was the deal. And I became the number two loan officer in the country in about six, seven months. The owner thought it was a fluke so he shot me around to different states to see if I could do it there. And I did it there. And then, he promoted me to management and it changed my life. I mean dramatically. Promoted me to management, moved me to Detroit, Michigan,

lived in Detroit, Michigan for about a year and a half.

Eric Worre: Where in Detroit?

Cedric Harris: I lived in West Bloomfield. I had a office in Southfield.

Eric Worre: I grew up in Southfield.

Cedric Harris: Yup. Yup. So my office, Civic Center Drive.

Eric Worre: Nine and a half mile Mount Vernon.

Cedric Harris: Okay. 20300 Civic Center Drive. I still remember the address. Yup. So, office Southfield, lived in West Bloomfield, ran that office there. And then I got the phone call that changed my life. My old boss called and says, "Hey, I need you to go to Richmond." I'm from Richmond. Richmond was our largest office. And he said, "I need you to go fix the office." And I said, "What's wrong with it?" And he said, "It's broke. They're closing less than 40%. Bob is driving me crazy." And Bob was the guy who trained me. So, it was kind of like Ralph Macchio telling Mr. Miyagi what to do. And he says, "I need you to go." And I said, "Well, when am I going?" He said, "Tonight, I've already booked your flight." And I'm like, "Tonight?" He says, "Yeah tonight, get on the plane."

So I went on the plane, and went to Richmond, and told Bob why I was there. And I went and fired half the people that were there in 48 hours, started over, retrained everybody. And once the closing ratio got up to 70 plus percent in two and a half weeks the boss man called and fired Bob on the spot. And he said, "Take over the office." And it was life changing. It was 2003. We did a over a \$1 billion in loans that year. And that was my verse seven figure year. I was 27 years old. This is my first seven figure year and I thought the sky was going to part. And I thought it was gonna be like that forever.

Eric Worre: Forever. Until 2008?

Cedric Harris: Yeah exactly. No, really it was for us all we did were VA loans. So, I would say 2006 is when I stepped away.

Eric Worre: Yep. It started to dry out.

Cedric Harris: Yeah. We went from 28 offices down to 13. We went from 1100 loan officers down to 60 plus. We went from having fun to being depressed. You went from guys making a lot of money to now hiding their cars and like, "Hey, is this ever going to stop?" And then my old boss told me he said, "Cedric, you need to call all the managers and let them know it's going to rain. I keep trying to tell these guys to stop buying everything every two weeks it's going to rain. I've never seen interest rates this low before ever in my life. It's impossible for it to stay this way. They're giving people houses with a business card.

Eric Worre: And no documentation.

Cedric Harris: Yeah, they got a pulse and they're giving them a a house. It's not going to stay this way. And he was right. So, I remember taking a trip to the Bahamas, and I'm laying on the beach, and I'm looking around and I'm like, "Wow, people actually make 150, 200 grand a year and they take two weeks off. And I haven't taken a weekend off for five years." And I said, "I'm done with this. I'm just toast." My brain was just on mush. So, I came back and said, "Okay." I told my old boss, I said, "I love you but I can't do it anymore." I said, "Once this starts to feel like work I can't do it anymore. And now it feels like work. It's been fun for five and a half years and now it feels like work." And he says, "Well, you haven't made enough money." [inaudible 00:16:08] "And I'm worth hundreds of millions. You haven't made enough money. What are you going to do?" I said, "I don't know."

Eric Worre: But you had enough confidence in yourself.

Cedric Harris: Yeah, and I had a nice big account. So I said, "I could do this again and I know how to sell. And that's the one skill set that nobody can take from me." And I said, "I can do it again." So, that's when I got back into network marketing. I said, "I'm not going back to work." I was psychologically unemployable.

Eric Worre: So, you go through this whole process, this whole odyssey. You find yourself back in network marketing and today, in the rare air, the top 1%, maybe even higher than that, six figures a month, a million a year. I've heard some things that probably differentiate you from the average person already just in our conversation as far as your willingness to work, hustle, your sales ability, your belief in yourself. What do you think separates you from the average? What makes you so special? Why are you a \$1 million a year guy? I know it's not timing and I know it's not luck. What's different about you? I mean, if you could sprinkle magic dust on everybody that you meet and give them what you have in order to be able to be a high income producer in this profession, what would it be?

Cedric Harris: I wake up every morning starving. Too many people get to a certain financial level and then all of a sudden they think they made it. And when I was in the mortgage industry my old boss proved to everybody that we didn't make it because he was worth so much money. And I said, "There's so much more. There's just so much more." So, I wake up every morning to starving. And I always tell people, "Wake up and act as if your downline doesn't exist. It's great that it does, but wake up and act like it doesn't exist. Because if you are codependent on it existing then you might become complacent." So, I wake up hungry, starving, every single day and I'm going to go at it every single day. That's number one.

And then number two, when I was in the mortgage industry for so long I traveled all over the world and we had to do a lot of turnover calls, TO calls. I had to close a lot of the homeowners before the loan officer would actually leave the home. That mentally trained me for three way calls. So, nobody can drown me with three way calls. I mean, we did so many TO's Mortgage interest rates were three and a half, 4%, so the phone was just ringing every two seconds. So psychologically, I can just continue to take call, after call, after call, after call, after call so.

Eric Worre: That doesn't tire you out?

Cedric Harris: No.

Eric Worre: Because you're prepared for it.

Cedric Harris: It's not work.

Eric Worre: Yeah.

Cedric Harris: It's not work. That's what so many people, they attach it to work and work is something that you do when you'd rather be doing something else. That's not work. Me getting on talking to somebody on the telephone, that's not work. That's a joke. That's nothing. That person doesn't know me. I just met them five seconds ago. The worst thing they can do is hang up the phone. I'm not going to lose my eyebrows. I'm not going to have a handicap sticker in my car. All they said was no. So, I don't look at it as work. So, that mental "training" in the mortgage industry I think set me up for where I'm at today. And that hunger of knowing that there's so much more.

And then, also my kids. When all the dust settles I've got girls. I've got one son and two girls. And I've got this thing that I read a long time ago that 80 plus percent of women end up with a man similar to their father if they grew up with their mother or father, 80

plus percent. So, I want to make it hard. I want to make it hard for the guys who might end up with my daughters because they have to raise their bar. So, I've graduated one from college And she's, ironically my oldest is a school teacher at the middle school I went to middle school at and she's a cheerleading coach at the high school I graduated from. So, that's pretty cool. And then my youngest is psychology major at Old Dominion University. But I want to make it hard. And I know that I've got to provide for them. I know that I don't want them to be concerned about anything.

Eric Worre: So, it's part of your reasons?

Cedric Harris: Absolutely.

Eric Worre: As far as that's what drives you?

Cedric Harris: Absolutely.

Eric Worre: To do what you need to do.

Cedric Harris: Absolutely. And I would say that having that attitude of knowing that I've got people that depend on me separates me. My mom depends on me, my father depends on me, my kids depend on me.

Eric Worre: Versus having a mindset where you're depending on somebody else? I bet you don't depend much on your upline.

Cedric Harris: No. No.

Eric Worre: Or anybody else?

Cedric Harris: You know what I always tell people, Eric? It's so funny you say that. I say, "When your mortgage payment shows up whose name is on it, yours or your upline?"

Eric Worre: Yeah.

Cedric Harris: When my kids call me and ask me for money they

don't ask me anything about my upline. They say, "Dad, can I have this?" When it was time to pay the college tuition to do these things they had nothing to do with my upline.

Eric Worre: Isn't it nice to be able to provide?

Cedric Harris: Yeah absolutely.

Eric Worre: Yeah.

Cedric Harris: Absolutely. Life changing for sure.

Eric Worre: The other thing that I've seen that I respect with you, some people when they get to, not all the legends in network marketing don't do this, but the people who get to a million dollars a year for the first time, this is their first time, they become a little cool. They're like they're looking down from the mountain on all of their admirers, and followers, and they're blessing people from time to time with a phone call or something, and they lose their scrappiness. They lose their starving. They're not starving anymore. A little fat and happy. You spend a lot of time in living rooms. You're not talking in front of thousands. You're talking about staying in the living room. What does that mean?

Cedric Harris: Something I learned growing up, very, very humble in Richmond, Virginia, my mom taught me to never ever, ever forget where I come from and if I do God would slap me in the back of the head and remind me really quickly. So, I've always eaten that humble pie for number one. Number two, I understand that people are going to do what I do not what I say. So, if I sit on a mountain top and preach, "Go do this, go do that, go do this, go do that." A certain percentage of people would do it but then there's those people that are like, "So what are you doing?"

And so, at the level where I'm at right now in which I'm nowhere near where I'm capable of when all the

dust settles the magic is in the living rooms. That's where it happens. If people can see multiple million dollar earners in numerous different companies all over the world constantly still doing what it took to get them where they are today then you would be busy for the rest of the year because you would be doing 72 of these interviews every single day because everybody would go out and do it, and do it, and do it. But just like you said, so many people get to a certain level and they get complacent and this is when the income ...

Eric Worre: Yeah they do for a minute. You don't stay at a \$1 million a year by being complacent. You can get there and get complacent for a minute, for a season, but then you go, "Oh my gosh." Because there's nothing that feels worse than used to being a \$1 million earner...

Cedric Harris: Right. Absolutely.

Eric Worre: Like, "Oh yeah he used to make big money." That's painful.

Cedric Harris: Absolutely.

Eric Worre: I also want to, you talked about one thing and I want to address it. Because I grew up humble beginnings also. And you get this thing put on you, "Don't forget where you came from. Don't forget where you came from." Now, people can take that a couple different ways. One is stay humble. You're nobody's big shot. You're no different than anybody else. You might see things a little bit different but we're all created by God and all of us have capabilities, some are choosing to step into it and some aren't. But the other side of don't forget for you came from is people making you feel guilty for being successful. Have you had people when you were growing up from your friends, your neighborhood, family, whatever, try to make you feel guilty for your success?

Cedric Harris:

I've had a little bit of that. I can't say I've given it a lot of attention though. And the reason I say I've had a little bit of that, I'm still in communications with a lot of the people that I grew up with so they know that I haven't forgotten where I came from. Secondly, I give back to a lot of different communities where I grew up at and I like to speak in a lot of different places where people maybe have a very, very bad background and don't think that they can make it. So, I want them to be able to know that they can do it as well.

My thing of not forgetting where you come from, how it was instilled in me, is that I grew up in Richmond, Virginia, but my mother is from Farmville, Virginia. Farmville is a very, very, very small town and every two weeks she would take us there, my brother and myself. Where at nighttime it got dark, dark. There was no running water, there was a outhouse, there was a spring. We had to walk almost a mile to get springwater and she did that even though we lived in a home in Richmond, she did that every two weeks. And my father would never go with us. My father's like, "Y'all do that country thing." My father didn't grow up in the country. That built so much of, "You better not ever, ever, ever forget."

My mom walked to the spring a mile to get water. They had to go to a outhouse at one o'clock in the morning when there's bats flying around outside. You're like, "I'll hold it until the sun comes up." You don't forget. So, that was something that was just so instilled in me. And then, the things that I had to go through when I was 18 that made me remember that hey your things can be taken from you in a snap of a finger, they could be taken from you in the snap of a finger. So, I can't ever forget any of those things. Those are the things that really, really keep my heart beating.

Eric Worre:

Yeah. I love that. It takes courage I think sometimes

you come out of a situation that's maybe a rough upbringing or whatever. I think it takes courage to be willing to take a step when other people are not willing to.

Cedric Harris: Absolutely.

Eric Worre: And when you take a step and they don't you're not leaving them behind, they're staying, they're choosing to stay. That doesn't mean you don't keep encouraging them but it also doesn't mean you walk backwards.

Cedric Harris: Right.

Eric Worre: You've got to keep moving forward. Like you say, you don't give it that much power in your mind. Cool. Well why don't you do this? The people who are watching here, they want to become network marketing professionals. They're all different backgrounds, walks of life. They might have been successful top of the mountain people. They might have incredible education. They might've had challenges when they were growing up or challenges today. Whether it's single parents, or somebody who just lost their job, or somebody who's been involved in network marketing for three years, never had a breakthrough, wondering if this is for them. Understanding that's a lot of different people. There'll be over 100,000 people that watch this. I'd like you to pretend for a moment that you're in the living room with them, and it's just the two of you, and they're sincerely asking, "What do I have to do to be able to succeed here?" And give them the counsel that you would give them one on one. Look in the camera, and give them that counsel, and have a moment with them.

Cedric Harris: Cool. So, a couple of things I would say. First of all, I would tell you that you've got to get out of your own way. Too many times we think that our background, our surroundings, where we live, our parents, our kids,

our husband or wife, these are the reasons why we're not successful. So, the first thing I would say is number one, get out of your own way. You've got to get out of your own way and get these psychological things that might be going on in your mind. You've got the angel on one shoulder, you've got the devil on another that's whispering in your ear on, "Can you do this? Can you do this? Can you do this?" So number one, you've got to get out of your own way.

Number two, you've got to find a mentor. You've got to find one or two people that you can pay attention to that have the results that you want and follow them like a tick on a dog's back. And you can't deviate from that because I tell people all the time. If you want to be a dentist who do you learn from? You don't learn from an auto mechanic, you learn from a dentist. If you want to be the best dentist in Las Vegas, if you want to be the best dentist in Georgia, if you want to be the best dentist in Florida, you're going to go to the best school or learn from the best apprentice, the best dentist that you can actually learn from and become an apprentice. So you've got to put in that time to do so.

Number three, I will tell you that something that I've done all my life is that I've been an unequivocal freak for events. And I mean that you've got to immerse yourself into personal development. This business, whether you're selling lotions, whether you're selling juice, whether you're selling coffee, whether you're selling skincare, no matter what you're selling it's personal development with a product attached to it. That's what it is. So, since you've got to become the better version of you each and every day knowing that you've got to progress, if you want to attract bigger people in your life then you've got to become a bigger person. You've got to become better at your skill sets. You've got to really focus on that personal

development. That means that you're going to have to listen to some tapes. You're going to have to read some books.

One thing that I learned from a marine partner of mine is that I walked into his room one day and he was actually sleeping, at least I thought he was asleep, but he was sleeping with the ear sets in his head. And I woke him up cause it was time for us to go for a jog. And I said, "Dave, what are you doing? You sleep with your ear sets in your head." He's like, "I sleep every night with my ear sets in my head." And I said, "Why do you do that?" He says, "Because the body rests but the brain never sleeps." See while he's sleeping he's listening to stuff that's going through his mind over, and over, and over, and over, and over, and over again.

So if you want to sound like Jim Rohn, you should listen to Jim Rohn while you sleep. You want to sound like Eric Worre and understand the seven skillsets, listen to it while you sleep. Have it be in your car. Have your friends get in your car and go through your CD changer and wonder why there is no music. I can't tell you how many times some of my friends have gotten into my cars like, "Hey, where's the music at?" And I'm like, "That is music." "That's not music." "Yes it is. It's money music. It's money music. I don't know what you're looking for but it's money music." You see, I don't want to be a rapper. Not saying that I don't listen to music, don't get me wrong. but I don't want to be a rapper when I grow up. That's not what I want to be when I grow up. I want to be a professional networker and a leader that is impacting lives all over the world. So, since that's who I want to be when I grow up I've got to listen to those types of people.

So, you've got to do that. That will be probably the biggest thing that I would tell everybody here. Because there's 30 days in a month, 29 days this year

in February, 31 days in some months, and there's not going to be 31 great days in your business. There might not be 31 great days of your life every single month. But the reality of it is that if you can elevate a lot of those days by what you control, meaning what you're putting in your mind, versus what other people are putting in your mind. See somebody on Facebook can be putting things in your mind, your environment can be putting things in your mind, people in your neighborhood that you don't want to be around, that you don't want to be like, they could be putting things in your mind. But the books that you read, the CD sets that you listen to, the mentors that you follow, the events that you attend, that you absorb everything, the notes that you take, that's really creating the compound effect.

I wouldn't even, sitting in your living room, I wouldn't even spend a whole boatload of time talking about products, or services, or whatever you are marketing. Those things are great. I could spend an hour talking to you about a comp plan but it doesn't mean anything until you start producing. What really means something is you. So, becoming the best version of you, focusing on those things there, and becoming obsessed with them, literally becoming obsessed with them. If you become obsessed with success it has to happen. It has to happen. But you can't look at it from a, "I'm going to give it 10 minutes here. I'm going to give it 30 minutes one week. I'm going to give it an hour one week." You've got to become obsessed with it. If you become obsessed with it, you will hit the income levels that you want to hit but more importantly you'll be changing lives all over the world. Because as you change lives all over the world you're indirectly changing yours. So that's what I would do Eric.

Eric Worre:

Excellent advice. Thank you very much for paying it forward. Thanks for coming and sharing your ideas,

and your wisdom, and your story. And there's a lot you could get out of this interview. My suggestion is maybe watch it a couple more times, maybe take some notes, put together a little game plan, and go out there and make your life what it should be and what it could be. Okay. So, Cedric Harris thanks again for sharing. And ladies and gentlemen our wish for all of you is that you decide to become a network marketing professional and you decide to go pro because it is a stone cold fact that we do 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.