

For Every Legend, There is a Beginning

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by **Ron Henley**

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Most new people in the profession, along with a great number of "seasoned" veterans, don't know how all of this got started.

That's all about to change.

Every month, in this column, you will go on a journey into network marketing history. You will be introduced to these great men and women and the stories that created legends.

There is no better story to kick off this endeavor than the story you are about to read. This story is one of my favorites about Mr. J. Earl Shoaff.



The mentor of Jim Rohn, and so many others you will learn about, he was always trying to stretch people's minds and they were never the same after meeting him.

One of the philosophies he shared with Jim Rohn was that "\$500 in your pocket feels better than \$500 in the bank."

Jim took that advice to heart, and always, as he called it, "carried heavy." This story will give you a deeper glimpse into that philosophy.

Earl Shoaff's best friend and trusted business partner was a man named



Rich Schnackenberg and these guys were nothing short of incredible. Read on and you'll get a special glimpse into what being around these guys was like.

Earl and Rich started a nutritional supplement company called Nutri-Bio in July of 1957. The men and their wives were staying at a hotel where they were holding meetings to tell people about

their company and the opportunity.

Rich called me one day and said "Ron, record this call because I'm going to share a special story with you." So I hit "record" and Rich shared this story...

"I remember when I wanted to build a money consciousness. This was when we had practically nothing and I was washing clothes for a living, years ago, for \$25 a week, take home pay. This was before I met Earl.

The thing was, we lived on an alley in South Gate, California at the time, and we didn't have a car or a suit of clothes. I remember taking a \$20 dollar bill and putting it on top of a five and some ones I had and I said 'I'm not going to break that twenty dollar bill, I'm going to keep it. Every time I open up my wallet I'm going to see that twenty, and man I know I'm on my way.'

And so, pretty soon, I WAS on my way. All of the sudden I had other twenties and tens and fives, and then I thought 'Okay, the next step to build the money consciousness I'm going to get a fifty dollar bill,' which I did. I got a fifty and I put it on top. I said 'I'm not going to break it. I'll go without, before I break that fifty, because every time I open my wallet I want to see that fifty there.'

So this kept going, next with a hundred. Back then they used to make five-hundred dollar bills. So then I got a five-hundred and had it on there, and a few hundreds underneath and so forth. And I said 'I'm not going to break that five-hundred, no way!'

They also used to make a thousand-dollar bill, so I got the thousand dollar bill and I put it on top and I carried it with me.

Some years later, Earl, his wife Flossie, Liz and I went to the Waldorf Astoria in New York. Earl, being the old pants presser, as soon as we would arrive at a hotel, we always got a 2-bedroom suite with a parlor in between. So he, immediately after getting there, called down and had the bell man come up and get his suit. Because he said, 'I don't go on the platform unless it's re-pressed.'

He gets the bell man to come get his suit and take it down to be pressed. Meanwhile, I'm getting ready for the meeting that evening. I'm all dressed and Earl is still in his robe. The bell man brings his suit back. It's all pressed, and nice and neat. Of course Earl didn't have his wallet with him. I was getting ready to head out the door to go down and check everything with the meeting rooms and stuff.

So he says 'Hey Rich, you got your wallet?' I said 'Yeah' and I threw it over to him. Of course he knew that I carried that thousand-dollar bill on top. He pulls out the thousand-dollar bill. He hands it to the bell man and says, 'Boy, that was great service and I appreciate it!' and handed him the thousand-dollar bill.

The bell man looked at it and says, 'Gee, it almost looks real doesn't it?' and he hands it back to Earl! Earl says 'You don't want it?' and, the bell man just chuckled a little bit, so Earl pulled out a five-dollar bill and gave it to him. The bell man said 'Gosh, thank you, sir, thank you!'

That bell man fell all over Earl Shoaff for a \$5 bill. He had just lost \$995, because it was beyond his money consciousness that anybody would ever give him a real thousand dollar bill!

How about you?

What would you have done in that situation?

Where is your money consciousness?

Would you have accepted the thousand dollar bill or would you be more comfortable accepting a five dollar bill?

This story is just the tip of the iceberg of what's to come every month as we share the people and the stories that created the profession we call network marketing.

The goal is to make you stretch, grow and think in ways you could never have dreamed of.

Together, we will delve deeper into the true aspects of success, and grand achievement that the network marketing history can provide.

Until next month!
Ron Henley



Ron Henley is recognized around the world as a leading authority in the areas of success and the power of personal development. He is also recognized as the preeminent expert on Network Marketing history along with the core values and concepts that the profession was founded upon.

Using his encyclopedic knowledge of his craft and his profession, he has researched and field-tested his methods through three decades of hands-on experience. The information he shares is loaded with powerful, proven ideas and time-tested strategies that people can immediately apply to get better results in every area of their lives.

Through his books, videos, audios, newsletters, and all forms of social media, he continually reaches people around the world on the concepts of mindset, attitude, goal setting, leadership and many other subjects of personal and professional development.

He heads his own thriving corporation, Ron Henley International, and has proven himself to be a true and unique success resource for people all over the world.

This whole journey began when, 37 years ago, he met an incredible mentor named Jim Rohn who shared a success philosophy that changed his life. That chance meeting started Ron on a path of personal development, success and achievement that has led to an exceptional, fulfilling life. He now invests his resources paying that incredible gift forward.

For the latest updates and developments, find Ron on Facebook at [Facebook.com/coachronhenley](https://www.facebook.com/coachronhenley)