

## **The business of the business**

### **Women, who needs them!**

*You can build a profitable business all over the world from the comforts of home with two way communication!*

by **George Madiou**

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Hey guys, if you don't realize that women are essential in the growth and stability— and are the single greatest source— of a successful business, quit now!

You know by now, our industry is made up of 79.9 percent women (and that 85 percent of all of us are part time). Most of the beginners to the top leaders in the business are women. They are the ones that I say kindle the two things that make up what network marketing is all about— hope and freedom. Women have no problem dreaming and easily embrace the hope for the better way of life that network marketing offers. They also have the passion that sparks the fire of freedom a successful home based business allows to be at home with their children and even succeed in bringing dad home to join them!

***Because of this, there is no company out there where you cannot find great “women” stories... stories of success overcoming struggle, the persistence of hope and the fulfillment of freedom.***

One nice thing about these stories, is they inspire us all, men and women alike.

Cherie Corridori, wife, mother of three, school teacher and network marketer, is one of those great stories.

Cherie has been in the industry for a number of years. She had not achieved a superstar level of success in the first couple of companies, however she was a student of the business and of her possibilities.

Cherie made a decision and acted upon it. She decided that network marketing was the vehicle that not only would bring her home from her teaching job, but it would also eventually allow her husband Butch to come home and retire from his job at the post office.

Cherie's first step was to leave her teaching job and stay at home and use those skills to home school her children. For Cherie, it was a courageous move but one that she'll never regret. She took a year to get accustomed to her new teaching assignment and get a routine down. Then she went after her network marketing business with passion.

***Today, she is very close to replacing her teaching salary, but more important she clearly sees how her business will accomplish her other goal— bringing Butch home!***

Cherie was the one who introduced me to another woman, Donna Fason. One interesting thing about Donna is that she came into the industry kicking and screaming. She was a typical "negative spouse".

I've meet Donna and her husband Robert, and have been captivated by their story of persistence, perseverance and personal growth. Today, they are top leaders in their company, but that wasn't always the case for these two high school graduate, former dairy farmers from Arkansas.

The unique thing about Donna is not so much that she didn't love network marketing. She chronicled it in a book called *Spousal Support in Network Marketing*.

***Her candid, sincere story takes you from her emotions of fear, confusion and anger to a path of personal growth, support, positive outlook and the ability to dream and then realize those dreams.***

To look at this business through the eyes of a supportive spouse (either husband or wife) is an approach I've never seen before. To read something so personal and honest that has not been sugar coated is very refreshing and extremely helpful.

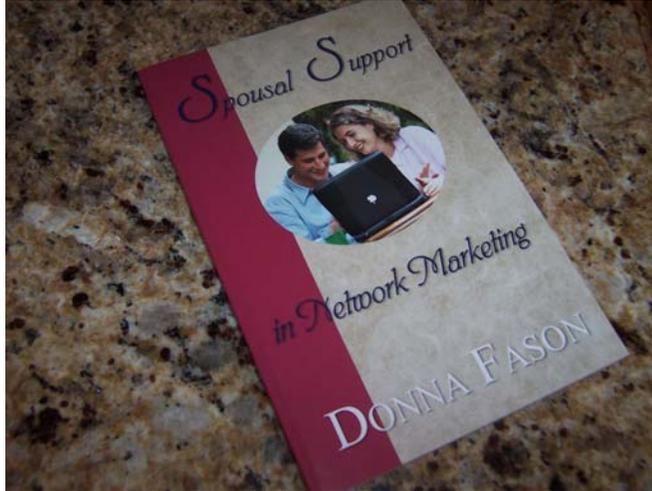
Donna has turned into an incredible leader and trainer to her downline and crossline throughout her company. Her shared experience has helped many spouses that are not the builder half of the business realize the importance of their roll in the success of the family enterprise.

Both of these incredible women, Cherie Corridori and Donna Fason, represent women in the business that play a vital roll that turns hope into reality and creates the freedom for their family that will last generations!

Aim High!

George Madiou

**ps.** If you are interested in a copy of Donna's book email me at [info@thenetworkmarketingmagazine.com](mailto:info@thenetworkmarketingmagazine.com) and I will pass that request on to her.



**George Madiou**, is a full-blooded Entrepreneur, complete with validating credentials, Degrees in Marketing and Management from SUNY and NYU (could ya guess he's a native New Yorker!) To date George has owned 20 businesses, and says they varied from wildly successful to outrageous

learning experiences. Among other successful ventures George has achieved high pin levels in two different network marketing companies.

George loves the thrill of teaming up with great people and seeing projects come to life and that passion is responsible for this magazine getting off the ground. George partnered with his good friend John Milton Fogg and here we all (and we includes you the reader) are, making history happen. Look to hear and learn more about another exciting project George has, LiveOnlineMeeting.com (web conferencing with all the bells and whistles like what huge corporations have had for a while with huge price tags.) What makes this different is it's priced so that everyone can play like the big boys.

George lives in a small town named Boca Raton, Florida. He says "If this isn't Heaven, I know that God at least vacations here." Without question, the joy of his life is his family. He and Debbie just celebrated their 27th anniversary. They have two great kids, Sara is a college freshman and David is a junior in High School. Taffy, their calico is sweet and fat and spoiled.

Have fun getting to know George, I have.

— JMF