

TEACHING AND TRAINING | PERSONAL GROWTH | PROFESSIONAL DEVELOPMENT

**12 YEARS!**

*"I can't explain how excited I am to reach this milestone."*

By **George Madiou**, Founder of [TheNetworkMarketingMagazine.com](http://TheNetworkMarketingMagazine.com)

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## **Welcome to our 12th- anniversary issue of The Network Marketing Magazine.**

I can't explain how excited I am to reach this milestone. Our mission has been to support our industry and its members that want to use this industry platform to create a successful business. We have been able to do that, in ways that 12 years ago I could not have even imagined.

In the last 12 years, the industry has changed in many ways, some for the good and some not so good. Rather than focusing in on the not so good. We decided to find the good things, and really support those great things and to support those people that entered into this industry that were willing to do the work necessary to become successful.

Just like in any industry, there are people that really want to apply themselves and succeed, and other people that just want to get by. Those people that just want to get by have bought into the LIE of "join my company, we will do 95% of the work and you get to keep a hundred percent of the check." As most of you know this is just not true.

## Some of these people thought they bought themselves a "Network Marketing Lottery Ticket!"

What we did was to concentrate on finding those people that were willing to do the work. Those people who were willing to get into the arena and not sit up in the bleachers watching the people that was willing to do battle and succeed.

## These people, in the arena, are the new faces of network marketing.

Those people are people that have raised their hands and said to their company and their up-line you need to pay attention to me. I'm not only willing to learn the skill sets necessary and employ the systems that are going to leverage my time and effort but I'm going to find people just like me and build an enormously successful organization.

In the last 2 years, it's been exciting to find those people. We call them **the 27%er Success Members**. In past articles and videos, I've described how we came up with the 27 Percenter philosophy, but basically, this is the percentage of people that we have found that are willing to do the work and these are the people that we are going all out to help them succeed.

We are also identifying those **27%er Success Trainers** that teach the truths of what needs to be learned in this industry and teach the skill sets necessary for an individual that wants to be successful in their business.

**One of the best trainers that we have available is Dale Calvert and I would recommend that everybody watch his video in this month's issue and follow him if you're willing to learn and apply his teachings for success.**

When we found that clearly, 70% of our members were a part of the people that weren't going to succeed because they weren't willing to put in the work necessary, it created a vacuum. That vacuum was filled with a project that we first dreamed about 6 years ago and we will be launching it before the end of the year it's called Business4Vets.org. This is an organization that allows us to use our expertise in teaching and training to help our military family, veterans, reservists, active duty military and their spouses explore the wonderful and lucrative world of network marketing. By the beginning of next year, we will be able to support thousands of military families achieve success by owning a business of their own.

Another project that we're about ready to Launch is our **27%er Monthly Success Membership**. This membership is going to include intense monthly trainings, with some of our best trainers, walking members down a pathway to become proficient at specific skill sets. This program will include trainings, webinars, workbooks, and you will be able to track success in your business.

**I would be remiss by not mentioning a number of key people that have gotten The Network Marketing Magazine to where it is today 12 years later.**

First and foremost is my wonderful wife Debbie without her constant encouragement and being there for me every step of the way, this magazine wouldn't exist.

The next is my executive assistant Jeanette Lopez, the amount of energy and enthusiasm and her love for our **27%ers** is second to none.

One of the best IT and Marketing minds I've ever worked with, George Cain, has been able to help create an awesome magazine, and by the way is the creator of **My Prospecting Magnet** the best proximity advertising tool available in network marketing.

I also want to acknowledge a special person, Mary K Weinhagen, who has been with the magazine before it was a magazine.

And a special shout-out to all of the great contributors, over 200 of them, including my great friend, Dale Calvert, Max Steingart, Dr. Shad Helmstetter, Tom "Big Al" Schreiter, and so much, much more.

## **And most of this entire magazine would be nothing without you, our members.**

Especially the members that really want to succeed in their own personal business, thank you for being a part of this last 12 years. I'm excited about the years to come for your business. Don't hesitate to let us know by email about your success and how The Network Marketing Magazine has been a part of your journey. Email me at [George@TheNetworkMarketingMagazine.com](mailto:George@TheNetworkMarketingMagazine.com) . God bless you all and good luck in your business!



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