



**A Diamond Message  
From Jan Ruhe**

21 years ago, in August of 1980, I was pregnant with my 3rd child. Sarah was 4; Clayton was 2 and baby Ashley #3 on the way.

It was the hottest summer on record in Dallas, over 113 degrees day after day! My marriage was on the spiral downwards and I had just started my career in Discovery Toys the previous March! But I had the vision of going for Diamond at that time. I took a look at what the top position was and went after it with a vengeance....not one person or one situation would block me, ,,,,I would not be denied! I did not start recruiting until July or early August; I recruited 13 people in 6 weeks, my upline, Bonnie Nelson (the BEST upline in my company's history!) took her very first business trip from California from California to Texas to my house....right before Ashley was born, we had the first convention in Texas for my company in my den! About 22 people came; I remember it being so hot, over 113 degrees in Dallas! I was bursting almost ready to give birth to #3! My house was packed with excited people to meet Bonnie!

I remember Bonnie stood up in front of my fireplace and had some charts that explained our opportunity. She had done them in her own handwriting and immediately I thought, *"I can do that all over America!"* I can fly around and show people JUST what she showed me! I made a plan after she left to start traveling and recruiting and showing people the charts! Duplicatable from the beginning! Order my duplicatable training at [www.janruhe.com](http://www.janruhe.com)!

By the end of the year we had 75 people and that entire year I made \$5,000!!! Now, that was a lot of money 21 years ago for part time and being a stay at home mother! I was so excited that I was the top producer in Bonnie's organization!!!

But, by January, 1981, almost everyone quit. I think there were around 7-10 people who stayed on, no one sold much, but by that summer, we were back up to 100 people and by the end of that year I had over 300 people in my organization! And today thousands and thousands across the USA!

**How did I do it???**

There is not enough room on this page to tell you everything, that's why I created MLM Nuts \$ Bolts seminar and Fortune Favors the Brave Seminar and next year, the Don't Be Average, Be A Champion Seminar, to share the ideas that got me from where I was to where I am today! I took MASSIVE action! I took MASSIVE action! ....get to a Jan Ruhe event! Book it on [www.janruhe.com](http://www.janruhe.com), just get to a Jan Ruhe event!



I did not wait around for someone to motivate me! I got up every day with the fire of desire! I would not be denied and neither would my children! I wanted a home-based business! I wanted a lifestyle!! I would NOT ask my husband for \$10 and have to JUSTIFY what I was spending the \$10 on, no way! I wanted my own money, I wanted the best for my children and I was willing to work for it!

My mantra became, LEAD ME, Follow ME or get out of my way!!! I turned a deaf ear to the critics! I recognized the power of my own ideas! I did not look to others to approve my ideas! I did not base my opinion of myself on other people's opinions of me! I did not let friends, family and others in my company criticize my business and drive and determination! I was willing to sell items I owned to get enough money to go to seminars and to buy books and listen to tapes to find the magic words, and yes, by golly there were amazing *magic words* that took me to the top! All that concerned me was what I thought, believed and could envision. I paid no attention to the judgments of others. And by the way, most EVERYONE else from those long ago days all left my company through the years!

My goal was to build people up, to promote leaders and to make them successful. I let the critics motivate me!

They tried to criticize me, tried to block my way! Today, I am a Diamond and they aren't! Success leaves clues! I believed that the ability to create personal happiness is a personal power that we alone possess and with the grace of the good Lord, a steady belief in my vision, my lifestyle and my children's and my future, that I had a great chance of turning my dreams into reality! Self-confidence is the foundation of entrepreneurial success...not just in the startup stage, but day in day out, year after year!

I cultivated the characteristics of believing in myself, I didn't wait on anyone to believe in me, I nurtured that belief and strengthened it by stacking successes upon successes! It was thanks to people like Jim Rohn and Tom Hopkins who gave me that confidence. They had no idea the impact they made on me.

There is treasure where others believe none exists! Adventure entrepreneurship is about determining the approximate location of a treasure and launching an expedition to reach it! You can be sure the treasure actually exists only when you've reached it, so during your journey your belief in its existence must keep you going! And believe me, the treasure exists!



I wanted to get to Diamond, I was not willing to get overwhelmed because of divorce, fear, the stupid critics, the management through the years, the company favorites, those who talked about building a business who never did; even in my own business, many faded away, disappointed me, and the challenges of losing my grandmother and father, being a single mother, moving homes, changing along with the growth of my children, remarriage, and all that goes with building a business from scratch! I could have given up over and over!

But not me...

Oh sure, people said I got in on the ground floor, where are the other 200 people who got in before me??? Most but a handful, gone! Where are those who said I was too outrageous???? Gone! Where are those who tried to choke me with the mission and not the opportunity that Network Marketing promises???? Mostly gone! I would not be denied! I wanted to get to Diamond! I wanted the lifestyle! I worked for it and the Network Marketing promise paid off! I never sold over \$10,000 in products a year; big sales don't float my boat! Titles don't float my boat . . . but the money floated my boat so that I today don't have to worry about the stock market or the slow down of the economy, I can take care of my children, my husband, my mother and myself with ease! College is expensive! Amazingly expensive! My children would not have been able to go to college without my building a business in Network Marketing! The money in Network Marketing is in recruiting and promoting leaders. Period. I proved it! That's where the money is my friends, and along the way, we have gotten our products into millions of homes and that in turn has had to help children nationwide! No doubt about it!

And today, we now have the best leaders in our company in our organization! We have an amazing group of talented women leading the field across the nation! They are excited about their businesses! They are growing all over the USA! Meet them early next year in Memphis! Fortune Favors the Brave!

Those who are on The Really Big Show, in the Book Club, on the Fortune Favors the Brave, or attending MLM Nuts \$ Bolts in Alabama and LA and all over the Canada, UK, Ireland and across the world!!! Those are who are our future leaders in Network Marketing!!!! They realize that plugging in to a fired up source is where it all begins! Then, take that passion and take massive action!



Here's all you have to do! Get 5 people to reach 5 people! Then TRAIN them to understand the power of Network Marketing. Know that not everyone will catch your vision, but believe me, some will, and that's all it takes! And you are off to the races! Quit stewing and start doing! It starts today! Fortune Favors the Brave!

Join the Book Club at [janruhe.com](http://janruhe.com),  
Don't miss a chance to get yourself fired up!  
Why not you and why not now?????

Fire Up!  
As I say to you now and always,  
Don't Be Average, Be a Champion!  
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