



We are Family, A Royal Community

by Jan Ruhe

I'd like to share with you with your permission what Network Marketing means to me. You have opened up your minds a lot by going to seminars, reading books and listening to tapes, with this great book, what I would like to ask is that you now open your hearts.

*What Network Marketing means to me is best reflected in the movie the Lion King. The hero of the Disney cartoon is a lion cub named Simba, son of Lion King Mufassa and nephew of Scar. Scar engineers a plan to usurp the throne, overthrow Mufassa and Simba is lead to believe he is responsible for his father's death and is driven into exile where he lives a carefree life. The turning point in the drama is when Simba's father spirit comes before him and instructs him and says: **Remember who you are!***

It is the simple but penetrating message that prods Simba to return to the jungle and reclaim the title of Lion King, which is rightfully his. These 4 words

Remember who you are!

moved Simba to boyhood to manhood. They remind him that he is decedent of royal lineage and his responsibilities to his people.

So now I ask, who are we? The people in Network Marketing. Here's my answer.

We are royalty. I know this might sound arrogant, prejudiced boastful, but it's not so. We don't claim to be royalty because of bloodlines anyone can join Network Marketing but no one can join the house of Windsor. We don't claim to be royalty because of bloodlines or because of wealth. We claim to be royalty because of our behavior and our sense of belonging. We have the royalty of wisdom. Now, as you know, being part of royalty brings with it many privileges but it also brings with it many responsibilities. Because when you are royalty everyone is watching you, watching you to see if you are living up to your lineage. So whether you are of the House of Windsor or the so-called America's royalty, Rockerfeller's, Fords, Kennedy's, Bush's, everyone knows who you are and judges you accordingly.



So, now lets talk about the responsibilities of a royal community. Our Royal community of Network Marketing.

As an example, I'd like to use my 23 year old son, Clayton---I'd like to share with you about Jerry Garcia and the Grateful Dead. Jerry Garcia died several years ago. The reaction to his death far exceeded transcended the mourning of deadheads. Jerry Garcia's death was the cover story of that week Newsweek Magazine. It was the topic of editorials in both USA Today and the New York Times. How do you explain it? Such popularity that transcended three decades, three generations, was it the music? Not really. He was a fine guitarist, even though he was missing his middle finger of his strumming hand. Was it the drugs? Maybe for many. Many other rock performers had their share of drugs. Drugs was a black mark on the man's career, they destroyed him. And they destroyed the life of so many who looked up to him as a role model. So many parents suffered years of sadness about their children on drugs who so identified with the Grateful Dead.

Steve Silverman co-author of the dictionary for the Grateful Deadheads answers in one word..and what is that word?

Community

There was a special sense of community among the bands fans. It wasn't the concert it was what went on before and after the concert. This special feelings of camaraderie of sharing, it was what was going on before and after, different races, different creeds, different social strata all woven together in that special sense of community. You see the Deadhead tribe is centered on what is missing from many national religious organizations. Peak experiences that unifies individuals into one people. And now that the Grateful Dead are not the "old" band, the Widespread Panic band has taken over their followers. The young people are flocking to be together, for the experience, the friends, the memories and yes, the community, not just the music.

That special sense of community...now, we as Network Marketing people can relate to that, so why do we like to gather together at our events? Are we there to just learn? Not really, we can learn at home on audiocassetts and now even through satellites beaming information into our home TV's and computers. So why do we still gather? We gather at events to build our future through Network Marketing together. To see and be seen. And many cases this is the first time we have seen each other since the last Network Marketing event...and so it will go throughout the years...and over the years we won't be able to help but notice that none of us is getting any younger since the last events...but somehow with Network Marketing this is not depressing, growing older together is the way it is suppose to be, it's almost beautiful...somehow sacred. And over the years we will notice fashion changes, that one has gained some weight, that one has lost some



weight, some don't seem to age for a long time...and new babies, new husbands, and so it goes...a community from where I stand on stages all over the world, I can see the smiles of recognition and the waves and I know that coming together is no small thing because it reminds us that we are all part of a greater whole. We don't come here together as isolated individuals; in coming here we are apart of a Royal Community.

*The Grateful Dead appealed to so many because we are living in a time when the communities they were told would be there when they were kids have in fact have abandoned them. The American community? And perhaps even the communities of their families. Nearly two centuries ago our country was founded with the American dream. Our dream incorporated in the words E- Pluribus Unum **From the one many**. Our country was to be the great United States, a melting pot, and a community. And we did it! Webster defines an interactive population of different kinds of individuals. And we did it. The 20th century was America's century. Our nation blended together to become the mightiest country on earth..the ideal for others to aspire to. But as the 20th century came to a close, the American dream is quickly coming an American fiasco.*

Think back to the one word, the one image that the US was....Oklahomawhat image, what comes to mind when you hear Oklahoma? Americas best, the cleanest, you remember the songs?? I see you nodding and remembering those songs..."Oh what a beautiful morning, oh what a beautiful day, I've got a wonderful feeling, everything is going my way."

That is what mythical Oklahoma used to be for when many of us grew up. We used to feel good as Americans, I am reminded of what America used to be, of purpose, and of values...it sounds like the Network Marketing of today, doesn't it?

My friends, the word Oklahoma took on a new meaning. When a bomb demolished the Federal building in Oklahoma, we were reminded there is a rage in many people in our country. We had hoped that the perpetrators were from a foreign country....sadly that is not what we have come to find out. The fire is raging within our country. Many people are out to get someone else...whites against black, straights against gays, gays against priests, priests against abortionists, citizens against immigrants, feminist against chauvinist, us against them, then if you are not one of us you are a cult leader, a liar, a cheater, a welfare cheater, a chauvinist pig, a bigot a zealot , public hearings turn into hisses and booing and fists....has there ever been a more important time than now for Network Marketer?

No civil discourse, no sense of being part of a greater whole. There are so many issues, and so many don't care about the issues....the homeless? As long as they stay downtown and don't bother us....let them pick themselves up by their bootstraps, the poor, let them take care of themselves, the community? No, look out for number one!



Compare that to Network Marketing, we truly are sharing the hope with those less fortunate....I was one of those with no hope.

Is it just my imagination or does there seem to be a new trend in housing in architecture design these days? When was the last time you saw house being built with a front porch? I was fortunate to grow up in a house with a front porch, did many of you? I felt like I was a part of a community....you got to see the comings and goings of everyone. There are no more front porches, they have been replaced by a back yard, fences that you can't see over or through, walled in closing us in....Network Marketing is today's front porch, we encourage children and families to come together.

Do you begin to understand the appeal of Jerry Garcia and the Grateful Dead? Do you begin to understand the appeal of being connected to something, being on the mailing, sharing the traveling, the clothes, the songs, the folklore, stockbrokers and farm boys, interdenominational cross generational, all part of a greater whole, all connected...and you just don't find that in our country anymore. Unless, you are connected into the Internet, the new community, even marriages have occurred over the Internet...we are now the Virtual Community...the Internet and e-mail..people are meeting on the Internet, people are sharing on the Internet, is this the best way our world can provide for our children? No!

A community on the Internet, electronic and impersonal. TV satellite dishes---is this the answer? More dot.coms? North America and spreading across the world, we have the answer. We have Network Marketing, it's simply a better way of life..

Many of you grew up with something better, you grew up part of a community, scouting, churches, or a community center, a place to connect, a place where there was a sharing of interest. Look at all the kids that gather on the parking lots of 7-11's.

Can you feel what a powerful sense of community we are developing right in our midst? The power of attachment that the people felt to the Grateful Dead, pales with the comparison the power of love and loyalty and attachment of what people feel right here in now in Network Marketing...isn't that true??

And here is a sample question to help us to help us determine if we are on the right track as a community. Are we capable of encouraging someone who is down and out? Someone whose performance is less than, someone one who is physically or mentally ill and recognizing the image of God in that person or does vulnerability overwhelmed the humanity the divine core of the persons we meet.

Our children will never need the Deadhead experience to know what community is all about. And beyond the failed community spirit of America and the world and the absence



of community in our lives we need that sense of community in our families now more than ever.

We live in a transient society. At family events many times funerals, cousins meet for the first time. Kids at college can't afford to get home for holidays...parents and children live in different states, not only geographically separated but emotionally. You can live at home physically but there is no caring, no accepting, no loving...

You've heard the term, friendly fire. It's normally an officer or soldier or a situation where a tragedy happens where the person mistakenly harms his own comrade but now as applied to the loss of community...that term is interesting, I know about friendly fire and I bet many of you do too.

Friends, spouses, parents and children, successlines, office workers harm each other all the time. Parents do it all the time. What grade did you get in school? A, C, that goes into the gut and breaks down self esteem. Spouses do it too with the putdowns and sarcasms and embarrassments which all destroy the community of love and acceptance that we all so desperately need. So no more friendly fire, when we strike at them no one gets shot, but someone gets hurt. People today young and old are seeking community and Network Marketing is that community.

Here is a story of community success. It's about a story of Zoey Koplets, an amazing person who ran in a New York City 1994 Marathon race of 26,000 people. She came in last but her success story was better than the winner. She has MS since 1973- more than 20 years. She walked on two crutches, one painful step at a time. She walked for 27 hours and 34 minutes. The crowd went wild. She finished the race. Why did she finish this race? I'll give you her answer.

"When you are born, God gives you a television with lots of channels with static. You can sit in front of your TV set and watch the static for the rest of your life or you can get up and change the channel. There are no shackles on you. If you don't like your fate, change it. Who here in this world does not have static in their life? The choice is clear....you can sit and watch and complain and wish your circumstances were different or you can get up and change the channels.

I have watched companies come and go. I know a lot about others companies and the integrity challenges that they have with the people at the top. I know about their great recruiting. I don't know anyone who has made it with some that are really recruiting. Some sell products that contribute to the community breakdown.

One of the most important aspects of community if it's really important about love and acceptance...it allows people to shed their secrets, take off their masks.



So much of who we are is based on some secret that we are carrying within us. And sometimes we call someone cold when they are really sad. We all so know so many people who are wearing a mask. The stories don't have to be so dramatic...the intellectual, the scenic, the speaker who knows it all ..

There a lot of homes where the husband thinks he is married to a strong, independent woman, where in reality he is married to a little girl who has her own fears of capability and who needs some emotional support and sensitive from her husband, some one who will say, everything is going to work out baby., and aren't their homes where the wife thinks she is married to a strong, macho, capable know it all man, when in reality he is a little boy who has his own fears who is worried about does anyone really care about him. All he wants is some hugging, some special time and someone to say, "it's ok baby, everything is going to work out."

So many of this goes back to our childhoods and our parents. Wouldn't it be nice to read an autobiography where there is no abuse talked about and a happy childhood was a big part of that, because there were none?

There aren't too many books written like this....some of our fathers drank too much, some of our mothers were too controlling, some of our parents didn't take time with us, some were too protective, some were very quiet and expected us to be too, some were never there, some hit us, were detached and for many of us it becomes harder for us to accept, to love, to forgive, so let me let you in on a secret...there generation didn't say "I'm sorry, I was wrong" try to understand that....and couldn't say them...but I have to tell you, they had lots of secrets....my father did not talk very much about his childhood, he was the youngest of ten children, his father owned a tavern and divorced his mother. He lived off and on with a sister in California. His oldest sister just passed away at age 99 in Indiana. A neighbor of my grandparents paid my fathers way through Purdue and paid for him to be in a fraternity, Phi Delta Theta. My mother grew up in old Highland Park, in Dallas....she had a very happy childhood. I grew up knowing all of my cousins on my mothers side. But none of my family on my father's side. So sad.

Parents have their secrets, their bitterness their disappointments, their fears that you might find out something about their past that would make you love them less. Many had experiences that they have not nor will they ever tell you.

Thank God for my grandmother...but she had fears....she was an orphan. Our secrets define so much who we are. When I think back there was so much that I didn't know about her.



We are a Royal Community now. That's what we are. I want us all to leave our meetings/events a little lighter than when we come together...why? Because we can be ourselves because we are a community...we are family,

*There are three sentences we need to reestablish the ties of love and loyalty in any community. When was the last time you said to someone these words **I love you, I need you, you are beautiful**. Do you know how it would make them feel to hear it, do you know how it would feel for you to say them. So, please call someone or go to someone in your family to and tell them. I love you, I need you and you are beautiful. And as I end by telling you that Network Marketing is a blessing and to all of you, my Network Marketing family, community, **I love you, I need you and you are beautiful**.*

We are family.....

Fire Up!

Jan Ruhe

www.janruhe.com

© Jan Ruhe Productions, 2001