

Tom and Denice Chenault Masterclass will cover:

- Host of Home-based Business #1 Radio Show - [The Tom Chenault Show](#)
- 14+ Million Dollar Earners
- Earning over 1 million per year
- How to recruit being yourself
- The “Brick” principle creates duplication

Denice and Tom Chenault ARE Youngevity. They don't do it part time or full time...they do Youngevity ALL the time. Tom has had a varied and colorful past. From restaurateur to airplane salesman to stock broker he has done it all. And it was a search for that elusive pot of gold at the end of the rainbow. And then Youngevity and Dr. Joel Wallach came into their lives. And along with it came meaning and passion. The Chenault's had finally found a way to positively impact the lives of virtually every one they met.

The Chenault's have a deep interest in the lives of their fellow Youngevity distributors, and travel around the country to train them to do the same. Tom & Denice believe that loving and serving others has been key to their success. By investing in others and helping them to achieve their goals, The Chenaults have found greater satisfaction in their careers.

Find out more about Tom & Denice at <http://thecoffeeshopinterview.com>

Transcribed Masterclass

Mark: Hey, Aloha everybody and welcome to this instalment of the Recruiting and Duplicating Mastery Summit and it's really exciting for me today. We have a couple on today that have had a major impact late in my career which is really nice and some incredible connections between myself and Tom and I got to meet his beautiful wife Denice, I'm referring of course to in excess of ten million dollar earners, Tom and Denice Chenault. We had the pleasure of breaking bread. Tom said he was going to stop over for about an hour and they stayed for three or four hours which was fantastic. That's one of those things well we only got an hour which is really a way to test out we'll see how these people are if we like them we'll stay. I'm just kidding. Anyway it was just a great connection and we found that we had so much in common about life and Tom's had a big impact on my career. It was many years ago we did something on his show and he said 'Hey Man! You don't have an internet presence. You got to get busy and here I am on the internet which is really exciting. So did a lot for our career in a lot of different ways. We're grateful about our book, about our business... he's just been so supportive and the reason I'm mentioning this is Tom and Denice are authentic go-givers. Collectively they have over 45 years of network marketing

experience, they've made, and like I said, in excess of over ten million dollars, and, what's really important is, over the last three years they've earned over a million dollars each of the last three years which is really remarkable to be able to maintain success, being successful is one thing, maintaining it, which is what we're looking for in network marketing, is something else. So the go-giver thing. For years, Tom has had the number one show on the internet it's now called the Tom Chenault Show and this is home based experts that he does an absolutely marvelous job of interviewing people.

So, basically what we want to talk about today is, the recruiting cycle, which you have a little thing that you've mastered and I know you're going to share three key things with us, so why don't you guys get us started. How do you get a business started? What is actually important in the recruiting cycle?

Tom: Okay. So I am an old network marketer. I'm an old school network marketer, and even though I told you to get an internet presence I am telling you the Internet has been one of the toughest things to overcome over the years because everybody thinks the Internet's going to do all the work, and the Internet is only a tool. And the good news is, okay we have another problem, and as a result I was going to move. So anyway it's only a tool and Denice and I are adamant that people use the Internet to gather leads but once you have a human being in your life that's when the internet goes away. You use that thing to send to get leads to send information to use the internet for what the Internet's for, but the Internet, I'm telling you Mark, the Internet is not a human being. The Internet has no personality. The Internet has no feelings. The Internet is just the Internet, and when we start getting confused about what the internet really does we are dead, and old school network marketing even though people say that I am a dinosaur, what Denice and I do every day of our life, I promise you, creates organizations that create million-dollar incomes year after year after year and in the internet business there's so many people that get going and all of a sudden technology changes or you don't have a relationship built up and those organizations go away because the glue wasn't there and Denice and I are probably the King and the Queen of the glue. We live to make sure that people in our life, our leaders, especially, and our organization is well North of 750,000 people, so there's no way on Earth that we could get hold of all those people, so we really got to understand who our influencers are and every one of those influencers in our business need to know that her eyes and my eyes are popping open at two o'clock in the morning thinking about their problems and that's what we do, we are the Masters of love and that is the key. True story, plenty of people, Mark's times smarter than us

Denice: Oh yeah!!

Tom: A 100. We've told him that before this happened. He said 'You know what Tom? We're going to just turn you loose and you're going talk'. I go "Oh no you're not, because you're so much better at what we do than we are Mark, you are doing the talking because we have got about this much knowledge and that much heart and we've gone a long way with all that heart but it's a pretty short sound bite, right Honey?"

Denice: Oh totally, it's..... There's so many tools out there, available to people these days it's amazing and it's wonderful but the building block to everything that we do is the relationship and creating the relationship, and keeping the relationship, because whenever you approach somebody, the one thing that you have no control over is their timing. And so when you create the relationship as the building block

then, no matter where they're at in their life, if it gets to the point where they go 'You know what? I need to do something different', they'll remember us because of that relationship.

Tom: So yeah. We started out that way. So we use something called the coffee shop interview...

Denice: Previous to all the Internet and everything, yeah..

Tom: Yeah we started out that way from the very beginning we used something called the coffee shop interview and the reason we use this coffee shop interview is because I was nauseated by the three-foot rule, I was nauseated at looking at every human being I looked at in my life as a prospect, and I didn't want to do that. I wanted to look at human beings, at what they really were, and how I could serve them, so we came up with this plan to devise something and it took three different really cool cultures that I've been heavily involved with, one of them was Alcoholics Anonymous, the second one was something called the Landmark Forum which is a high-level personal development course, and the third one is multi-level marketing. And we merged all those conversations together into one ball of wax called the coffee shop interview and basically it's so simple it's embarrassing because all we do is interview you before we try to throw up on you, and so in a coffee shop we are armed with nothing except our memory and maybe a pen and a piece of paper to jot down some notes. No product, no nothing. We don't try to rain on you with anything and, if you take a look at me Mark, I don't even I don't exactly look like Jack LaLaine, I'm not a SolarPlex model. So when I walk into a Starbucks or a Norgen Vaus, anybody from a weight-loss company just makes a beeline over there to try to explain to me how to lose weight like I don't know, so I really like him out of the gate for having the audacity to say that to me and then they throw up on me about their company and then they...then they let me know I can also be a multi-millionaire and all of the pitches that they learned at their multi-level marketing company that makes us hate those people and we don't do that. We do it exactly the opposite way. We walk in there with our agenda being their agenda. That's it, end of story and we interview them and we find out about their money, we find out about their time, we find out about their health and then we.....

Denice: Family, really, what you want to do for fun? You're looking for what's important in their life, what's missing in their life and what's important to them, and what they want more of. And so then we take that and we try and fill it with our company.

Tom: Yeah, but it takes a long time..

Denice: It's a conversation...

Tom: It's an authentic conversation. If you've got no agenda except what a ... except human beings, and serving the person across the table. You're walking in there with no agenda, and as a result of that if they walk out the door only having felt better about meeting you than they did when they got there you've done your job. If you can see something in their life, that hole in their life that your company might fill, you wait a couple of days and you say "You know, I've been thinking about you, and you told me that you've got that you, that you got a little weight problem going on and you told me that you wanted to get rid of it. Well I've

got a product that might work for you. I just want to send you a video'. So you're sending those people to that tool and instead of ending up talking product to everybody on the planet which we always do and then we get mad at because they don't want to build a business, we always drive that conversation to deeper to find out what's popping their eyes open at two o'clock in the morning. It's money, time, or health. And when they tell us, even a guy like me, you look at me, I obviously need to lose some weight, you'd be going 'Come on, I got to send that guy to weight loss'. But maybe I just got my house foreclosed on and that's what's popping my eyes at two o'clock in the morning and because of your agenda you look past it and instead of that you're meeting me you're calling me two days later you say 'Oh Man. I am telling you, you are out, you told me you were out of dough. It's been keeping me up at night thinking about you, and I'm working with this guy named Mark J. He's kind of like my coach. He's over in Hawaii and I was telling him about you and he said he'd talk to you if you have the time to talk to him and we might just be able to save your house. And that authentic conversation creates an opening that creates something, a relatedness and a compassion versus a sales pitch and people will love you instead of to hate you. You wanted to say something Honey?

Denice: Well it's just.. it's amazing because when you go deep with someone when you develop that trust people will tell you everything.

Tom: Yeah!

Denice: And when they know they're not going to get judged for what they say because you're coming from your heart and you're truly listening then people will divulge everything, and so you develop this authenticity and this trusting relationship where there's this interchange and that's where the magic begins. And sometimes they're not in a place where they're ready to start and sometimes they are but it's.. it's when you come from the place of truly wanting to serve the other human being then that relationship never goes away.

Tom: Right. Yeah.

Mark: So let me ask you this, right?. I want you to go back and review something in a second and I'll remember and have you do that because I wrote it down okay? But tell me about the coffee shop conversation. How do you get them to the coffee shop and how do you assure them in that coffee shop conversation? How do you begin it to get them to open up a little bit?

Tom: So number one Mark, it's not in a coffee shop. It's just an acronym, because I drink coffee all the time, so, if you're a Mormon, it's got nothing to do with coffee. It's a conversation. Oh no wait! Where did you get that shirt?

Mark: I bought it online

Tom: Do you love it?

Mark: Oh yeah. This is all embroidered. Now you're working me right? He's spreading the love.

Tom: Hey! No no no no no no! Where did you get that?

Mark: Online

Tom: I know but do you know what web site you got it from?

Mark: eBay because I don't pay retail for anything

Tom: Do you know what you are looking for or did you see it on there?

Mark: No I just saw it on there. I was looking for some shirts for the event, well no, I was looking for shirts. I wanted something that made a s... that made a statement, that was a little different than and people expect Hawaiian shirts all the time, so I wanted to show them that I'm not a one-dimensional guy

Tom: It kind of matches your hair. Do you love that shirt?

Mark: I love that shirt

Tom: Okay, so stay with me. I just walked into a coffee shop and I saw you, and it is so obvious you love that shirt and that little hair on your chest and the whole shot, the first thing I did it was commented to you about that shirt you fell in love with me right then because you just said 'This guy is a classy guy' So how do you start the conversation? You tell them something great about themselves that's true. You're not inauthentic if you look at every human being and just stand back. I don't care what they look at or look like or anything else. If you can look at them with love and figure out what they love most about themselves and comment on it, you win every time. It might be their ear-rings, it might be their phone, it might be their handbag, it might be their water bottle. I don't know what it is they're in love with but something is there and if you comment on it, it's just like winding up a toy, and all you do is sit back and watch the relatedness happen.

Mark: I got it!

Denice: It's funny, we were in Amsterdam a couple of weeks ago and we walked into, ironically, into a coffee shop and a woman walked in with her dog because you can do that in Europe and it was the cutest dog and I started talking to her and I noticed she didn't have an accent. She was speaking like I was speaking so she was American and she had come from St. Louis and married a guy in Amsterdam and they've lived there five years and they were getting ready to move to Tokyo and within three minutes of meeting her we had developed this relationship where I could say to her 'Oh my gosh! Tokyo? How is that it going to be? How do you feel about that?' Which is not usually a question that you would ask somebody within five minutes of meeting someone but that's how the relationship we've developed enough trust and enough interest in that short amount of time that it was quite natural for her to answer that.

Tom: Yep, and here's a cool thing. You're always looking for.... the name of the game in this business. I would say that with the size of our organization, Denice and I have less than 100 influencers. So if you're looking for that hundred people, and that's after 20 years, I mean, you're... a lot of you are brand new. You're looking for influencers and you're really getting bogged down worrying about Tom Chenault's weight or Tom Chenault's big toe, and you're really looking for leaders and, sore big toe. So when I see somebody that's got the potential to be a leader I really turn up the interview. And down in Ontario

California a couple of weeks ago we hopped into a cab with this guy and he was 64-years old, he had worked in the insurance business he had, he was charismatic and we just wound him up and started... he started talking, and in about ten minutes into the conversation we wanted no part of this guy. He was.... he bought a gun to go after one of his ex-wives and it all came out. If it would have been a Secret Service conversation, we would have rolled this guy. Anyway we would have been like happily ever after, til we got to know him and we would have wanted to jump into that lake right out there. But instead of that we didn't want to do that. I mean we did... we didn't.. we realized immediately that this was somebody that had great potential but he didn't have great potential with us, and that is a huge distinct... When you get married to these leaders these leaders that Denice and I have in Youngevity, we're married to 'em. I mean I'm as close to a few of these people as I am to Denice and it is you better love 'em because there's going to be some potholes and...

Denice: And that is deep water...

Tom: And there is a deep water and your company screws up, I screw up, they screw up, something goes wrong and it's a real relationship where we're all headed toward a huge number in earnings but I'll guarantee you anybody that tells you that it's smooth sailing every inch of the way is a lyin' through their teeth. This business is hard. It is three steps forward, a lot of times five steps back, and people say 'What's it take to make a million dollars a year?' Randy Gage had the perfect answer. 'All you've got! That's what it takes. All you've got!' I know you and Davene have been successful at that level and I know it took everything you had to get there from here, and it's a beautiful thing. And we've built some stability. You hit a really, really big point earlier when you said that not only had we made a lot of money in our entire career but the defining thing was the last three years in a row. It's because we're twenty-year overnight successes. It took us a long time and a lot of mistakes made to be where we are right this minute and we know how lucky we are and we protect our business with our lives, it's that simple.

Mark: So you have this idea; we just had a live event over here and one of the things we're trying to convey to people was that landing on the island, that's like the marriage, the first day we sent them out exploring - that's the reception, the week here is the honeymoon. Let's not worry about those things, let's worry about the marriage. What happens when you get home. So you're talking about, I mean let's, yeah, let's worry about the marriage and I think in what you're conveying, if I'm getting you right is that you're not planning on getting married, you're not planning on the wedding in other words enrolling someone, you're planning on the marriage, this long-term relationship.

Denice: So it's the opposite of the three-foot rule. It's about choosing your team wisely because when you go that deep, it's you want to love these people- and it's that type of relationship and the beautiful thing is, in this profession we get to choose. We get to choose who we go into business with and so you'd better love them, you'd better love spending time with them, you'd better love hanging out with them, you'd better love their kids. The whole thing.

Tom: And you'd better know their kids' names and you'd better know what their blood type is. If you take a look at this credit card right here, at the bottom of it, it says MOE and Associates. Thomas Chenault MOE

and Associates and the reason that says MOE and Associates is that's the company that is holding everything Denice and I do and as a result of that.

(A little distraction as the phone runs out of charge, Ed)

So anyway Masters Of Enrolment, the acronym for Masters Of Enrollment, the MOE means Masters Of Enrolment, and the key to that... (I got to figure this password out and show Denice how to work a pixel phone really quick which is you need (Indecipherable, Ed)

Mark: And this is what happens folks with network marketers folks, you've got to adjust, adapt, and overcome.

Denice: You know what happened is we brought our computer out here and...

Tom: I dropped coffee on it...

Denice: Speaking of coffee, Tom spilled coffee on it just 15 minutes ago...

Tom: And my computer's down, so we're wingin' it, we're in a brand new house, we don't have any furniture behind us, you can see that this is a wood floor, we're going to knock this house down to its foundation and start over which is what you have to do a network marketing too and we're not scared of that in the slightest, but going back to Masters Of Enrolment, this is unbelievable. Everybody used to ask me if that meant Moe, Curly and Larry, MOE and Associates, but it doesn't. It means Masters Of Enrolment because if I sell you something Mark that's the end of the transaction. It's over, we're done. But if I enrol you into a possibility and that possibility is huge it's a whole different conversation and when I enrol you in my company I guarantee you we aren't, that wasn't a transaction. That transaction didn't end there. That's when we started. And I enrolled you into the possibility of having a better life, and our life is all about teaching enrolment in every area. Around integrity, around spirituality, around money, around health. We want to enrol you in a bigger better life than the one you've got right now, and this works. And this coffee shop interview works. And however you do it, I know Mark trains that a woman, I don't want to say her name because I don't know if I can, that just tells me every day, the trainer you are, that has gone through your work, went to Harvard and her life is permanently transformed because of the work that you and Davene did on her and I'm forever indebted. She's in my organization, in my company and my hats off to you. So I know what you guys do. You do the same thing.

Mark: Yeah, we try to do the same thing so... which is basically find out what's important to them and I love the way that you're talking about it. I'm glad you cleared that up - that they're not all in coffee shops. I was telling Denice a little earlier, that coffee shops - that's my domain. When I walk into a coffee shop it's a done deal, so I am meeting them there to enrol them. So Masters Of Enrolment - so you've had a conversation with someone and you've identified one or two things, so now you can call them back and the calling them back is really by remembering or writing down or both, a key point or two about them, right, about the blue shirt or and their kids that are coming up for college and they're not sure how they're going to be able to pay for that. You call them up and said it's been keeping you up, so now you meet with them. So bring us through being a Master Of Enrolment - so we're enrolling them, and we understand the

idea of love, and which is why I was really, I said 'Dave, if the Chenaults can do this later in the day for us, let's do it later in the day because it'll be the beginning of the day for us and make a good day an even greater day because of the, this whole, this whole love thing, right? You're like the white Sammy Davis Jr., right? That's the whole thing, right? It's all about love Brother. Anyway, fantastic!

Tom: You know in our two life lines, our 'Love 'em like crazy, then love more', that's number one, and number two is 'Fire your brain, hire your heart' because I'm 64 years old, I'm 66 years old, I changed my mind, I'm 66 years old, and it has been now 44 years since somebody looked at my report card. Nobody cares about how smart you are or even how rich you are. We don't like smart people. We don't like rich people. We love nice people. We love people that love us and, I was talking to a guy - we're developing an app - and he said 'The two most important things about an app that you develop is an app has to make you feel good and it has to make you feel smart. So even though you're smart, when you're making the guy across the table feel dumb or feel bad you lost. So my job is to make you feel smart and make you feel good and I love that. I love that task every day.

Mark: Yeah I - when I first started in the 90s on my success run, it was an awful experience for me because the company wanted me to do this meeting where you went on for 20 minutes about how stupid people are to work for somebody else and I'm saying how can you beat them up about their life and every financial decision they've made for 20/30 years and, by the way, they might love their job or the people that they work with or both. Why would you beat somebody up about their life and then say 'Want to make a positive decision?' It didn't make any sense to me. Where were you in '93? Like it's crazy. So you get with this guy or this let's say this gal and she shared she's a little concerned about paying for the kids' education, and you call her up and you tell her you've been thinking about it. How does that enrolment process go for you? What do you guys actually do at that point?

Tom: We're sitting across the table, we're sitting across a computer screen, we're sitting across a telephone line, and we work at it backwards. And we say 'You told whatever it is that they were looking for. If it's health or if it's coffee, or if it's anything like that, whatever it is that they're trying to get to, it's our job to show us, to show them, that what we do can get them for sure get them to here from there, and if it's it if it's partnering with Denise and I, we work them backwards from where their goal is, so if - I'm not going to give a number here because I don't want to get into the income claim conversation. But here's what I do. I sit down and I look, I'm straight in the eye, I say 'What do you want to make? And they say 'Here's the number' And I say 'Okay, well here's what you are going to have to do to get that number. You're going to have to put in this many hours a week, and you're going to have to follow this coach you're going to - if it's me you're going to have to do what I do - if it's Mark you have to do what Mark does, (Long pause) and give this two years or I'm going to give it whatever it is, and that's what we do and we put it down in black and white, and again, I am, every morning I get on the phone as I'm walking to my AA meeting and I call all my leaders and I remind them of what they're up to and what their why is and what they committed to I never make them wrong about not showing up for a meeting, I never make them wrong about anything. What I do is I make them right, I remind them what their goal was I remind them what right behaviors are and money-making activities and that's what my job is every day and she will tell

you, I'm on my feet every morning early calling my leaders before the competition does because that group of influencers are the most important people to keep connected into the business. So what I do is, I constantly, from the day, the day I take you on and say 'I'm going to take you where you want to go financially. You've got to meet me at least halfway'. We're on the phone literally every morning just reviewing right behavior. That make sense?

Mark: Yeah and that right behavior. Can you define that for us Denice or Tom?

Denice: Showin' up. I mean it's so often part of, you look at, you think that you have a group of X people and then you look who comes to your Super Saturdays or you look at who shows up to your Conventions and really those, the people that are there, those are really the people in your group. So first of all they have to show up, number two they're calling you, it's not just outbound calls to them but they're actually calling you wanting direction 'What do I do next?' And three, they're taking action. They're actually doing something in their business. So that's part of this.

Tom: We have a group on Facebook, speaking of the interview, called 65 and awake and what that is, is sixty-five straight days to do anything. You're going to wake up on the 66th day a professional network marketer. So we...

Denice: Of right action

Tom: Of right action. So I literally and we have we have hundreds of people in this group and those people that are willing to bounce that basketball 66-days straight, we gave them a big prize but most of them know that they're not even to care about the prize, because the actions that we laid out for them to do 66 days in a row they know when they hit that 66th day, they are going to be a professional network marketer and they aren't going to need that prize because they finally have the skills, they finally have the habit, and you'd be astounded at how we've been doing this for a while how many people including my wife call it on themselves and say I didn't do my daily commitment that I made to myself. I bounced the ball off my foot. I'm starting over. I'm going to be a professional network marketer. We've got this intentionality at a level that vibrates like you can't believe because we finally realized that people in, Denice is going to talk about this in a second because I've known it forever, they can't be a Tom Chenault, they can't be a Denice Chenault, they can't be a Mark, they can't be a Davene, but they sure as heck can be their best them, and if we can teach them to be their best them inside of a system to help them do that, being coached by other people instead of just Denice and I because we are like, supposedly someplace that takes a long time to get to, and once they realize that they're working with people just like them, everything shifts and Mark, you can't believe what's happened outside, inside of this. It is it brings tears to my eyes.....

Mark: So, alright, so the 65 things obviously some tremendous dynamics in there. People, we're tribal by nature, and people want to belong and to be in an environment where they're getting complimented or pats on the back versus criticized, obviously is going to make a difference. The peace of mind that comes from self-satisfaction of doing what you promised or committed to is a big thing. Is there a short list of

things that they do? Are they creating all these commitments themselves? Is there some guidance on what to do?

Tom: Yeah-yeah the only commitment - this is unbelievable - the only commitment is that you deliver me two great interviews a day and one three-way call and you are in the game. But it seems like it's so easy. When I meet people 'I can do ten of those a day', I go 'Really? Why don't you give me sixty-six in a row? Just two. We'll see, then we'll go to ten and if you just do two and develop that muscle you are like me. She will tell you, that in four seconds of being in a restaurant, I am in absolute interview mode authentically without hurting anybody's feelings, and I am like kind of good at it, she's like really good at it and by the time, I mean I don't care whether it's a waitress or the table next to us, I am telling you getting related because you're leading with your heart is so doggone easy and what petrifies everybody after doing it 66 days in a row then they're worried about being phony and they're worried about this and asking questions they shouldn't ask. It's a muscle and all they do is walk out of there on the other side ten times better at network marketing and being a human being than they ever were when they started, right?

Denice: Totally yeah, I mean that the diligence around two interviews in one three-way call and the reason why it's 66 is that statistically we hear all sorts of things about how many days in a row you have to do something in order to create a habit and really the number is on an average 66 days and so two interviews, one 3-way call a day for 66 days, you think about building your list with all those interviews and putting people in the pipeline that's the other thing is that we don't realize most people come in to network marketing thinking 'Oh! I think I can do this. I know three or four people that'll definitely sign up for me'. And then they go to their best friend and their sister and then when their mom says 'No', "Okay. I'm out!", because they don't really realize that adding to your list daily is a skill that professional network marketers really become good at.

Tom: And if you look at all the Masters, all the Masters, they're all putting their spikes on every morning, they're on the court doing it. They're teaching people to do it, they show people how to do it, instead of tell people how to do it, and that's the secret to success here. And I am telling you it is so fun, and I've watched you do it. You're one of those guys that put your spikes on and gets on the field and that's why I recommend you as a trainer and a mentor, because you're not afraid to put your spikes on. And all these false prophets who have never built a business in their life ever-ever-ever out there and they failed so they decide to train the profession to fail. It is a crazy maker to me when all you need to do is train this tiny skill, and everything shifts and that takes...it one step. Were
you going to ask me something?

Mark: Yeah

Tom: If you're going to ask me a question you can go ahead

Mark: No, I was going to say I'm having this, I'm having this wonderful deja vu because I finally came across a great mentor in 95 and he said 'You've got to do three things to make a lot of money'. He said 'Where're you standing?' and I told him, and he said 'Is the TV in that room?', I said 'No it's in the other room" he said "Okay, unplug the TV. Are there any other TVs in the house?' and I said 'I got one upstairs'

and he said 'Unplug that one'. He said 'Go get a pair of scissors and cut the cord', so I did. I cut the cord on the TV's because you'll be tempted. He said 'That's one thing. The next two things you have to do, I'm going to tell you it's impossible, okay, but that's just really a state of mind', he said 'You get two new names and numbers and you talk to one person a day', he said 'In the end of a month', he said, 'you'll have the habit', he said. So I talked about 20 days in and I said 'It's not possible to do it, is it?' he said 'No. What'd you find out?' I said 'I'm getting four or five, six names a day and I'm talking to two or three people', he said 'Is it getting easier?' I said 'Yeah, it's getting easier' he said 'That's all there is to it Pal. Have a great career'. And that was it. And I love what you're doing. You've just brought that. You can't get two names and talk to one person a day. You'll just start doing more. So is that what you find?

Tom: Absolutely.

Mark: Because what I... What he taught me was, he said 'If you get ten on Monday, ten new names on Monday', he said 'that doesn't count for Tuesday, Wednesday and Thursday' and that's where you teach right? Just the consistency..

Denice: Consistency. And the learning curve then becomes so much faster because they're actually taking action in their business as opposed to hiding out behind being on conference calls and doing all the learning to acquire the skills. You're actually, you're learning it as you go and so the learning curve is much faster as well.

Tom: The muscle is developed and it is so cool watching it. And so then they say 'What do I do? How do I do this?' And so we use something called a brick rank in our company and everybody talks about the diamonds and the super diamonds. When you look at this business, this profession, the average person signs up two people in the entire time they're in. So what we do set, what we do because we're so arrogant as big leaders that make all this money is, we expect everybody to be like somebody that invited that brought in 15/20 people. You know what? That's not duplicateable, and so with Denice and I, we figured out where our brick rank was in our company. And it's a low bar, it's a really low bar in our in our company it's... You have to do 200 yourself, and you have to have 3 people doing 100 each, and in three levels you have to have 1,000 volume, which is not big. That's 1,000 volume total, and most network marketers could do that overnight, but I'm not interested in the network marketers, I'm interested in the average human being. And the average human being with that brick rank is building a brick, and once that average human being can build a brick,

Denice: And knows they can build a brick

Tom: That's exactly, right. You build a brick, then you know you can build a brick and you go build another brick and then you know you can build another brick and you build another brick and then you know you can build another brick and you build another brick. Once you've built two or three or four of those, you know you can teach people to build bricks and once you build those bricks like that you've got yourself a brick wall you have got a foundation, my foundation, Tom Chenault's foundation, is extremely strong because it started at rock bottom hahahahaha, that's what's so exciting about mine because I built that thing on absolute bedrock of rock bottom which is the most exciting and what I wish for all of you, with

everything I've got, is not to be whatever the top rank is in your company. I don't wish for you to get your health back and be a hockey stick we're there. I wish for you to have the gift of desperation to go find what it is you desperately want because where I am in my life and where I have been in my life and where I've had any shift that was meaningful was when I got that gift of desperation to go do it. Tell me that's not awesome.

Denice: It's awesome

Mark: It's the best and you and I have that common story. You went this morning, I'm going tonight. A little, a candlelight meeting, a stick meeting. So it's just brick by brick that's the whole thing. So just for people that may be brand-new, your company has a fundamental first rank whatever it is - 1500 a month and two people sponsored or three people sponsored and 1,000. You just teach that one and they just, because every pin level is based on a lot of those being piled together, and so they do it with you and then they do it again with you and then they start doing it with the people that they enrolled, teaching them to build one brick at a time. Let's not worry about double diamond pooper-doooper scooper platinum pinhead. Let's just build some more bricks, right? Okay?

Denice: Yeah that's totally it! Yep, that's totally it. Yep.

Tom: And by using that brick ring we've had some extraordinary success stories of people that they knew they could be and they couldn't be a double diamond pooper-scooper but they knew they could build a brick. And the next thing they were on their way to double diamond pooper-scooper and that was really-really exciting because our success is unbelievable, I mean we have an incredible life we travel the world we've got everything we want but our greatest joy is helping alcoholics and drug addicts and helping these ordinary people in our business become extraordinary in their lives and to have that is a gift from God and the reason that I go to AA every day, and I know the reason you go to AA every day is for the same reason, and that is to A, stay sober, and B, to help that next alcoholic stay sober and C, to make sure that you're not being you're not believing that you're not as hip slick and cool as your paycheck is trying to tell you you are because I'm just... I get out there I'm just going to over there somebody's going to tempt me Man. If I don't check in every day my ego within my brain might get the best of me and I'm back in the gutter, and I don't want to go back.

Mark: Ego returns right? Well the interesting thing is, since we're having this out in the open, is really, when people say 'How do you build a business?' I'd say 'It's really simple' When I'm sitting in a coffee shop, and it sounds like that's what you guys do, I say 'It's really simple. You've got to be honest, you've got to be open-minded, and you've got to be willing'. Yeah. There it is again, right?

Tom: What a coincidence!

Mark: What a coincidence, and I... when I get off track, I know the answers in those twelve someplace. But...So you have the coffee shop interview which isn't always in a coffee shop, right? For me that was pay dirt and but that was the second meeting and of course I'm going back. You said something interesting that I just wanted to make a comment on and that was about the Internet and I hope you're

hearing Tom. Great tool. It's not going to build your business. And the more people migrate to it, and think that it is, celebrate that because they are not competition for you. People join people, that's what they join, and the wonder of being able to stand next to another human being and have a conversation with them, that's the ultimate adventure anyway because you really don't know what's going to happen and each person you're standing to it's one really understand science, it's an absolute miracle. Each person has about 35 trillion cells in their body, each cell is comprised of 100 trillion atoms. That's a lot of pieces. Those atoms are 99.98% nothing and the only reason that we don't collapse into atomic dust is the electrons are moving at 40,000 miles a second but the key is they are all in perfect harmony with themselves and that conversation is to try to help that person, I'm getting from you, get in harmony with themselves and what they really want and who they really are. So you draw that out of them simply by complimenting them, finding something about someone to initiate the conversation and then you don't interrogate them but you have because you're laying down your agenda and, key takeaway here for me is, your agenda is their agenda and you want to find that out, right? Not to pounce but to collaborate. Is that, basically what you're trying to do?

Denice: That's it! No, that's absolutely it! Yeah. It's - you're there to serve them. It's.. I think that the evolution in network marketing over your career usually starts out selling to sharing to serving and when you, when you're in that place of serving, where your agenda is totally off the table it's all about them then it's just such a magical place and you never know what's going to come out of that relationship. And, going back to what you just said around the internet, here's the thing, is all this, the social media, is all wonderful to connect but do you really want to place your entire business in somebody else's hands where the fate of an algorithm can change overnight and your business collapses.

Mark: Right. Exactly. Well I found that in, what's so great, and in, the real comment I wanted to make was, you identified yourself as old school. I don't think it's old school. I think it's manners, I think it's service and I think it's authentic caring and that, no matter what kind of millennial state that someone's in, that is never going to go away and I'm finding the people like yourself the biggest factor in the success is you actually know how to have a conversation with another human being and that's what we're really talking about and find out what their agenda is and then you call them back. That's the basics. How difficult is that, right? Fantastic. 'Fantastic. So we get our brick principle, we got the coffee shop. Anything else that you would like to share with us?

Tom: Yeah. You're authentic - that self - and being vulnerable is the most important part and Denice and I when we got married I had a hell of a time because I was already a huge network marketer and she was this beautiful

Denice: I was nothing

Tom: No she wasn't. She was this beautiful-beautiful person that I loved with all my heart and all I wanted her to do was be just like me, so here's what we do I love you I love you I love you marry me. Now change. Its kind of how I did it I love you I love you I love you marry me. Now change, and I wanted you to be me. And I didn't want her to be me. I wanted but I thought I did. But finally we figured out she was a

terrible me and fortunately she got a mentor that was ten times better than me and that mentor really got her in touch with the skills of network marketing but more importantly the greatness of Denice Chenault - you talk about it - because now she, she was on the stage at Eric Worre two years in a row. She is bad to the bone, and it's all about authenticity and being real and loving people and she's better at being her by a longshot than I am at being me and she is a rock star success in her own right using those skills and she's a terrible toiler but she's a hell of a relation builder.

Denice: Well what's come out of it is that, that the whole is bigger than the sum of the parts so by me becoming more of who I wanted to be which, for me I'm a great support system, I'm a great support, but what I really wanted to be is, I wanted to... I wanted... I wanted to challenge myself more. I wanted to get out there more. I wanted to... I really wanted to step into my power which is a very scary place when you haven't done it very often and so I started looking at who do I admire who can I emulate who can I listen to and that's really that's when things started to shift is when I was willing to be courageous enough to step through my fear into my power and being on stage. The funny thing is, both Tom and I are introverts and so, and I used to teach back years ago with my ex-husband, I used to teach a personal growth course but it was in front of let's say 10/20 people, it wasn't in front of a room of 5,000, so saying yes to something and then figuring out how I was going to do it I knew in saying yes I was like 'What an honor' but at the same time 'Holy....', like 'What have I just said yes to?' But I knew that the goodness was going to be in saying yes, I'm figuring that go stepping into that fear and doing it anyway. Because we ask people to do that all day long, so... and human beings don't like to be uncomfortable. That reptilian brain part of ours says 'No. Don't do that. It's too scary', and so that's really when things start shifting and what came out of it is a much better relationship and greater teamwork.

Tom: Yep. And we know what we're good at and we know what we're not and we know what we love to do and we know what we don't want to do and now at this point in our life we don't do what we don't want to do. So this business isn't hard for us anymore because we found people that want to do what we don't want to and we surrounded ourselves with that so we have got this tremendous relationship every day of getting up in the morning and living it - wait until we go to bed that night. And that's totally what we want for each and every one of you, is having that ability to have such a powerful relationship with your day that you pop out of bed and you go to sleep kicking and screaming because you don't want to go to sleep yet. So cool.

Mark: So cool. So basically be yourself. Instead of...

Denice: Yeah. Be more than, more than yourself. There's that little piece in you that says you can do more and that's the piece that you can do more, you can be more, you can, and I was hiding out behind that, especially because Tom is so powerful, and that I could hide out behind him but it wasn't that. Hiding out just wasn't comfortable with me any longer. It hurt my heart.

Tom: I so wanted to be you, I so wanted to be Eric Worre. I so wanted to be John Milton Fogg. I so wanted to be all those guys. And I would learn it and I would say it. It came out of my mouth so poorly that I finally said 'You know what? This is for the birds. I'm a terrible John Milton Fogg, I've got to get to be an

unbelievable Tom Chenault. Figure out who the heck I really am, what I'm really good at, what I can really do and go do it'. And that's what we've done. We figured out who the heck we are and we figured out how to monetize it and what's so cool about that is literally every one of you can do that and have a blast doing it. This business. If this was, and you alluded to Corporate America a little while ago, and I can't stand it when people tell people how bad Corporate America is. But I'm going to tell you, if you've got the courage to shift, and really explore making a change, where you can live your life powerfully on your terms, there's a lot of risk involved in this business because most people fail at it, but I'll tell you what. You push that pig through the python snake long enough, it's going to work for you and it is going to be a life like you never dreamt possible. That's what that's what I believe

Mark: Yeah, I just love what you're saying. I mean we were told that over 3,000 years ago it says 'Thou shalt not bear false witness', and it doesn't mean don't lie, that's obvious. It means if I'm not behaving true to myself, I'm bearing false witness and so I hear you saying be Tom Chenault, be Denice, because the truth is - well I think the biggest thing that makes you guys so authentic and why we're so excited that you're on this Summit - is that you're just yourselves and that little vulnerability those little stumbles that you've had that you can take 'em with a sense of humor and keep moving like Davene likes to say, she stole it out of some song someplace 'You either win some, or you learn some' and that's just an attitude of losing self-consciousness and being yourself in front of other people because that's the real thing they join people and it's just like, I don't know a couple that gets married and somebody's been pretending before they wake up four years later and say 'I'm not really that person. This is who I really am', and it's the same in business. People want to know who they're getting in partnership with and that little vulnerability in us really helps people feel more confident moving forward as odd as it seems so I got a big the big takeaway here for me really was make their agenda... your agenda is making their agenda your agenda. One or two key take-aways that you want people to get here, just to wrap up.

Tom: Stop making it so hard. Find a mentor that's done what you want out of this business, and Mark is a classic example of that. He's done it. He knows how to do it. Follow that mentor. And you're going to waver off the path, because that's human nature, but waver back to the path because what I have found over the years is, most of the people in my in my life that have wavered away never came back, and what I want you to do is understand that where you are right this minute is where God wants you to be right this minute, and where your people are right this minute is where God wants them to be right this minute. So stop playing God. Be the best person that you can be, train them as well as you can. If they waver off the path, love them 'til they come back and join you again, because it was attraction not promotion, and you're standing there in that same spot going down that same path. They went out there in that rocky water, they came crawling back and you didn't kick them off the dock. You said 'Welcome home'. I guarantee you that after you're an old dinosaur like Denice and I and see all these people swimming back towards you, you did the right thing even though you wanted just to step on their head. So I'm just telling you, to go right back to where I was, love like crazy then love more and don't get your ego into it because people are going to drift because it's human nature so that was my one take-away tip and I don't know where that even came from, it's just when you said it that's what was there for me so what about you Denice?

Denice: I think for me is, step into your courageousness because that's really for me where things started to shift. It got to be so uncomfortable being comfortable and it, it really, every time you step into your courageousness you are showing other people that they can do the same thing and, and this is just - it's a giving business. Yeah. It's really all about serving and about loving on people and knowing that you just can't control somebody else's timing. And when people's lives are going along pretty comfortably they're maybe not ready to see the opportunity that you have available for them. What?

Tom: Mark! We can't leave yet!

Denice: Oh gosh!

Tom: You have to respect somebody else's timing, that's the whole deal. She hit the nail on the head!

Denice: I thought I said something wrong!

Tom: No, you said something so brilliant!

Denice: Oh, good.

Tom: You're never ready 'til you're ready, and that's what makes me so crazy is when I sit down and I do an unbelievable presentation for one of my best friends in my life and two weeks later I find out he signed up in some garbage deal with a stranger. It was because it was his time. It had nothing to do with me. It was his time, and if I love people enough, when his time comes through, because I made him feel so good, he's going to call me on the phone. But don't throw your agenda at other people. Just let them make their decision to come to you instead of you chase them. That's what she meant to say.

Mark: Well I think, if they'll do what this is - two brilliant things - usually we say 'If you were starting over' - usually I'm saying 'If you were starting over, give us a couple of do's and don'ts', but I'm going to take a liberty here because what you guys shared is so simple and so brilliant, the first thing of course is they won't worry about their best friend signing up if they're doing two coffee shops a day and one three-way a day they'll have - they'll have more people coming in than they can handle anyway for themselves or their teammates, so two and one folks. Two and one and of course when they do come in brick by brick, right? Build that first pin level. Don't worry about the fifth, tenth, or the double diamond pooper-scooper platinum ruby emerald pin level right? Don't worry about... don't worry about that. Just fantastic to have you guys on. Thanks so much for your sage advice, your kind words. I'm feeling the love. It's really great. And we're so appreciative. We can't wait for you guys to get back over here again and we're actually going to France in two weeks which is a result of network marketing, we're there for two weeks and I said 'If Chenault can go to Amsterdam, if the Chenaults can go to Amsterdam, then I'm going to take my wife to the French Open because she's always wanted to go to an Open'.

Denice: Tom: Oh! That's awesome

Mark: A Grand Slam tournament but I'm going to tell you, I got there exactly the way Tom told you and Denice told you, two people a day, add a couple in that 10 minute coffee or two that coffee interview that you call it, I called the 10 minute coffee, doesn't make any difference, we're talking to people. Make their

agenda your agenda and it'll all work out in the end.
So peace be the journey. God bless. Thank you so much

Denice: Thank you and Davene. We love you both.

Tom: Bye-bye. Thank you so much. See you later.