

The Freedom to...

Can you truly be happy suppressing the passion to live life your way? Can you achieve happiness without freedom? I know network marketing is the single best way to for an average person without any skills like me to live a life filled with freedom—real freedom, boundless, unrestricted, ultimate freedom.

The club known as “The Bayou” occupied the aging building at 3135 K Street in Georgetown for forty-five years. It smelled like an outhouse on an asparagus farm, but it occupied a place in rock and roll history—so the smoke, sweat, and stench didn’t much matter. The heavy metal band Tesla was putting on a show certain to burn brilliant for a long while in the hearts and minds of the fortunate fans who were in attendance—and particularly bright for one fan.

Fighting my way to the bar to beat the last call, the singer’s voice resonated in my ears as clearly as the Vienna Boy’s Choir at Christmas in the Sistine Chapel...

*And the sign said “Long-haired freaky
people need not apply”
So I tucked my hair up under my hat and I went in to ask
him why
He said “You look like a fine upstanding young man, I
think you’ll do”
So I took off my hat, I said “Imagine that. Huh! Me*

*workin' for you!"
Whoa-oh-oh*

*Now, hey you, mister, can't you read?
You've got to have a shirt and tie to get a seat
You can't even watch, no, you can't eat
You ain't supposed to be here
The sign said you got to have a membership card to get
inside
Ugh!*

*Sign, sign, everywhere a sign
Blockin' out the scenery, breakin' my mind
Do this, don't do that, can't you read the sign?*

—Tesla cover of the 1971 hit single
"Signs" by the Five Man Electrical Band.

One heavy-metal cover song experience...

**That's all it took for a jarring reminder
that society has boxed us into thinking
small, into conforming to unwritten laws
of what we can and can't do, and has us
working jobs we hate so we can buy junk
we don't need.**

That night in Washington D.C. confirmed that my generation has been raised by television and magazines to believe that one day we'll all be millionaires, movie gods, and rock stars... but we won't.

Suffice it to say, I never did get that drink to warm me up. I didn't need it! I was fired up! I was excited!

The song shows how someone must decide whether individuality of expression or conformity to societal standards is the preferred way to live. If your choice is with the former, then you must put up with the judgment of others as a consequence of that choice.

The lyrics went straight into my heart, into every cell in my body, and have never left me! They spoke to my core. I knew beyond a shadow of a doubt what I really craved in life.

I craved the Freedom to do what I wanted, where I wanted, with whom I wanted.

To NEVER concern myself with what others may think of my lifestyle!

To never have ANYBODY tell what I could or could not do!

The good news was I knew what I wanted in life. The bad news was... finding what I wanted was like climbing a cactus! No matter where I looked, who I asked, what I tried—nothing allowed me to live the life I wanted!

It is a well known fact that 75 percent of our population is happiest with only a “six-pack of beer and a half tank of gas.” But that wasn’t me. I wanted more, much more!

I could try the Small Business America route. But I would have to go to work and dress and act a certain way.

I could try the Corporate America route. But then again the shareholders, board of directors, CEO, etc. would expect me to “fit the mold.” (*Richard Branson, one of my heroes, being the rare exception to the rule here!*)

Small Business America and Corporate

**America could earn me a ton of money,
but in return they would strip away my
“Time Freedom” to do what I wanted,
when I wanted, with whom I wanted!**

I could start my own business. But I'd be stuck watching over the business, managing employees, putting in extra-long hours for decades, etc. (*Chad Hurley and Steve Chen being one of the few rare exceptions—selling YouTube to Google for \$1.65 billion after just a few years! Way to go, boys!*)

Every profession put a gun in my back and robbed me of my **Freedom of Time** or shoved conformity in my face. Or worse, the profession couldn't pay me anywhere near the income needed for true financial freedom!

I couldn't hold a job for more than six months without getting fired because of my deep craving for the ultimate freedom of not having anyone tell me what to do! I was unemployable!

I started to despair. Was I doomed to live being an employee and having to behave how society “expects” me to be? A life-sentence of someone telling me what I could or couldn't do?

I was running out of choices! I had to become a ten-times-platinum rock star, an ultra best-selling novelist, or somehow find a few million dollars to invest so I could collect a nice dividend check every month. Those seemed to be the only options that would allow me to be myself, to do what I want, when I want, with whom I want, without anyone dictating what I could or could not do!

Heck—even being a soccer, basketball, or tennis superstar was out of the question! Even they had to conform to what the league expected! And then there was the constant barrage of fans and paparazzi!

Behind every door I opened, there was a solid brick wall with a "NOT POSSIBLE!" sign on it... and finally network marketing found me! It didn't take me long to realize that...

Network marketing is the perfect option for nonconformists and the unemployable!

Network marketing is like toilet paper, Pampers®, and tooth-paste. It's definitely proven to be effective. If you don't think it works—don't tell my bank or they won't cash my weekly bonus checks! And today, because of network marketing I am as happy as a 60s psychedelic band, hanging out between Frank Zappa and Jimi Hendrix! Finally, I can do what I want, when I want, with whom I want, without worrying about the money or about what society thinks!

This is not an editor's note for John Milton Fogg. It's not an open letter. It's not even an impassioned plea. It's a primal scream through a bullhorn into a microphone rigged to Metallica's mammoth concert amps:

"NETWORK MARKETING IS THE FREEDOM TO DO WHATEVER THE HECK YOU WANT!"

*He wakes up in the morning
Does his teeth, bite to eat and he's rolling
Never changes a thing
The week ends, the week begins*

*Driving in on this highway
All these cars and upon the sidewalk
People in every direction
No words exchanged
No time to exchange*

*And all the little ants are marching
Red and black antennas waving
They all do it the same
They all do it the same way*

— “Ants Marching” by Dave Matthews Band

Look around. Sit in rush hour. Watch people in lines. They are all “Ants Marching.” This is no way to live! Every day there’s someone telling you what to do. This is NOT FREEDOM!

The price of regret is a pain that can’t be healed. The game of life is happening. Don’t stand on the sidelines, sit in the bleachers. Claim what is rightfully yours. **Choose Freedom!**

Freedom to do...
What you want.
When you want.
With whom you want.

Without worrying about the money.
Without worrying about what society thinks.
Without anyone dictating his or her beliefs of what you should or shouldn’t do.

Life is about “life, liberty, and the pursuit of happiness”—your happiness. Can you truly be happy suppressing your inner desire to be a rebel? Suppressing the daily passion within your soul to live life your way? Can you achieve happiness without boundless, unrestricted, ultimate freedom?

*Look, if you had one shot, one opportunity
To seize everything you ever wanted—one moment.
Would you capture it or just let it slip?*

—“Lose Yourself” by Eminem

My biggest advantage is “I know it’s possible.”

I know network marketing is the single best way to for an average person without any skills like me to live a life filled with freedom, real freedom.

The freedom to see a movie during the afternoon on a weekday and have the entire theater to yourself!

The freedom to drive my luxury Lincoln or Viper with a three-day-old beard to the gym at 11 a.m. blaring “Signs” from the 500-watt speakers and have all those “Ants Marching” assume I’m either a gansta’ or a rock star!

The freedom to roll over, yank the covers over my head, and wake at the crack of noon—because I wanted to!

The freedom to get on a jet plane and fly anywhere in the world up front and just for fun!

The freedom to order one of everything on the menu at a restaurant, so everyone can enjoy a feast filled with great conversation, fun, and friendship.

The freedom to see my daughter off to school every morning and invite all her friends for a pool party after school, grinning as each parent comes marching home from work hours later to pick up their child.

I love network marketing!

My friend Tim was catching a flight back to Norway from Florida after speaking at one of our events. As he sat on the on the plane, he thought:

“I have the freedom to walk off this plane and, instead of flying to Norway where it’s cold, I could book a flight to Hawaii where it’s warm. I won’t, but it’s nice to know

that because of network marketing I have *the freedom to...*"

Tim then picked up the in-flight magazine. Inside was a picture of a 75-foot yacht. He thought:

"I have the freedom to buy that yacht if I want to. I won't, but just *knowing I could* is good enough!"

We're in the business of freedom: freedom from worries—freedom from worries due to the lack of money. Freedom to do whatever our hearts' desire—that's how powerful network marketing truly is!

*We have absolutely no freedom as a child.
We rebel in our teen years and scream for freedom.
We die for the right to be free.
We fight vicious wars to have the seemingly innocent
ability to choose.
We reach adulthood and we relinquish freedom because
we think it is too difficult.*

—Author Unknown

With network marketing, you can take a group of like-minded people and together achieve this ultimate freedom! Imagine! Now you have a group of people who can go do what they want, when they want, with whom they want, without worrying about anyone telling them what they can or can't do! Now, that is FUN!

Your team must be attractive to attract others.

People succeeding are attractive, but a group of people *living life their way*, with ultimate freedom, is irresistible!

Hanging in my office is a handwritten brush calligraphy frame with the Chinese symbols for “freedom.” I watched a very nervous calligrapher date and stamp his work while I was in Guangzhou.

What’s so great about Network Marketing? It’s all about FREEDOM.

The Freedom to Do Whatever the Heck You Want!

The ultimate intention and expectation of network marketing is to make someone’s life better. How better than to help them achieve true FREEDOM—real freedom, boundless, unrestricted, ultimate freedom.

*And now, the end is here
And so I face the final curtain
My friend, I’ll say it clear
I’ll state my case, of which I’m certain*

*I’ve lived a life that’s full
I traveled each and ev’ry highway
And more, much more than this, I did it my way.*

Live LARGE and Expect Success!

Art Jonak has been doing network marketing for a living since 1991 and is one of the early pioneers of InterNetwork Marketing. Art is the founder of Network Professionals, the owner of MLMPlayers.com (where he offers a host of resources including FREE online e-courses) and numerous other top-ranked websites. He is the founder of the Network Marketing Mastermind, the world’s largest, most intense and educational generic MLM event. Art cohosts the Annual Network Marketing Cruise with Tom “Big Al” Schreiter. He also writes *The One Minute Sponsoring Tip for Network Marketers*. Cut and paste the link above to receive Art’s *FREE Tips* newsletter.

