

CAN YOU MAKE IT ON YOUR OWN? ■ SISTER CEO ■ UPS IS WRONG, RIGHT?

SMARTER PUBLICATIONS

Work@Home™

DON'T WORK HARDER. WORK SMARTER.

WORK^{PLACE} WORKSPACE

America's New Declaration
of Independence

\$4.95 U.S.
\$5.95 CAN

MARCH/APRIL 1998



START. RUN. AND GROW A BUSINESS AT HOME
www.workathomemag.com

THE @ PROFILE

by **Jim Travisano**

photographs by **John Mireles**

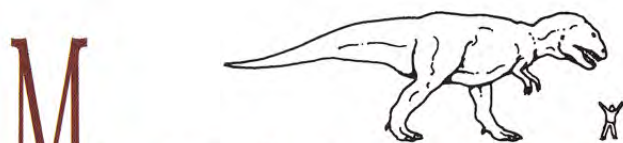
TYRANNOSAURUS

Digging Up The Past To Create A Better Future

RUSS



Russ DeVan



MICHAEL JORDAN WAS CUT FROM HIS HIGH SCHOOL BASKETBALL TEAM. YOUNG ABRAHAM LINCOLN ENTERED THE BLACK HAWK WAR WEARING CAPTAIN'S STRIPES AND LEFT AS A LOWLY PRIVATE. THE MANAGER OF THE GRAND OLE OPRY FIRED ELVIS PRESLEY IN 1954 AFTER ONE PERFORMANCE, ADVISING HIM TO "GO BACK TO DRIVING A TRUCK." THE DIRECTOR OF A MODELING AGENCY TOLD A STRUGGLING MARILYN MONROE TO FORGET ABOUT SHOW BUSINESS AND LEARN HOW TO TYPE.

STRIVING, STRUGGLING, FAILING – THEN ULTIMATELY finding a way to win isn't just for presidents, show biz stars and sports legends. It's the stuff of those who find serious, long-lasting success in network marketing.

JUST ASK RUSS DEVAN

His own personal roller coaster ride has taken him to dizzying heights and crashing lows—then to success far greater than most of us dream of. During the hard times, DeVan did odd jobs of all sorts including celebrity impersonations on people's telephone answering machines. Today, he's a successful homebased business owner and the founder of Success by Design, Inc., a leading network marketing consulting firm. "I'm currently with Longevity Network," DeVan explains. "They manufacture and distribute personal care products and fitness equipment. We work as a corporate distributor for Longevity, but we also serve as a coaching, consulting and training organization."

While that keeps him plenty busy, DeVan's also involved in a number of non-network marketing businesses. In fact, he even helped produce and finance an award winning independent film *Desert Winds*, in which he played a small role as a bartender. And that says nothing of his hobbies!

IT'S MY DEN; IT'S MY CAVE

If you think catching up with a man this busy is difficult, you're right. He travels 10 to 14 days per month for business. And just for fun, he searches the back country of the Southwest and Mexico for dinosaur fossils. **WORK@HOME** was able to track him down in one of his favorite places – his office. Russ' office is a large, open room

with big windows just off the entryway of his and wife Karen's 6,000 square-foot, ranch-style home in Scottsdale, Arizona.

"I love working at home," he says. "I can take my daughter, Brooke, to school . . . be up with her in the morning or be with her when she comes home from school. I love being a dad, and I love working."

"We have a nice home. I like to believe it's also a very warm home. A lot of times people think when people become very successful, homes can get very sterile and not seem to be lived in.

That's not me. We have a gigantic kitchen where people love to hang out. In fact, one of the reasons we have such a big kitchen is so people can get together there and talk and relax. Karen and I have tried to make the house a warm place. I think that's part of the energy that people feel when they come here. Yeah, it's nice, and it's beautiful, and it's big, and it's pretty. It's all of those things. But, it's also a comforting place to be—just like my office.

"This is my office," he says, speaking of a large room filled with dinosaur bones, fossils and art. "It's also my den. It's my cave. It's my retreat. I love being in my office. It's not as if I'm dying to get out. My wife often says I don't need a home, I need a museum."

Speaking of museums, De Van has almost created his own. His home office has more bones, teeth, Bronze Age relics and other oddities than most museums. "I love art. I have an avid passion for paleontology and have since I was five-years old. You come in here and you're likely to see anything from an original Vargas girl on the wall to the latest interpretation of a Utah raptor on a shelf somewhere.

WHOOPIING AND HOLLERING

De Van will be the first to tell you that he didn't just cruise to the victory lane. There have been more than a few potholes along the way. "It's been an interesting ride," he says of his nearly two-decade journey in the world of network marketing. "At the time network marketing was presented to me, I worked for a Fortune 500 company. I was involved with sales, merchandising, financing—all sorts of things. I loved the work, but I felt the income and opportunities were limited. In fact, the corporate culture of that industry was to impregnate people with the idea of growing into management. The problem was as soon as you got into management, you earned less than you did when you were in sales. Your decisions were a lot tougher, and there was enormous pressure; all with limited earning potential. But paychecks and earning money were always very important to me.

"Then I met a person who sold me a product to cut my expenses on the road. It was a fuel additive. At the time, gas prices were going up. There was all this stuff about OPEC. So, he sold me this fuel additive product. I used it in my company car, and it worked great. When I went to buy more of it, this person told me there was an opportunity around marketing this product that I could capitalize on without quitting my job. I didn't know what he was talking about. So I went to a 1980s style opportunity meeting. You know, whooping and hollering, elbowing the person next to you, chalk flying across the room and people addressing the group with their flies open—things like that. People were talking about making more



Tips from a Master

Digging For Success

Here are some tips from Russ DeVan

• Find a product that consumers really want.

"In order for a company to work in the long term, it must have products that are of value to the consumer. The consumer is not a distributor. If the product ceases to have value to someone who is not a distributor, then you don't have a company that's going to last."

• Forget about get-rich-quick schemes.

"Some network marketing programs are nothing more than pyramid schemes in disguise. They are schemes to make money with a product that is of little or no value to the consumer. Unfortunately, that image affects many good network marketing companies."

• Don't Do it Yourself.

If you're in business on your own and your business fails, you have no one to blame but yourself. What didn't you do? What didn't you have? What didn't you see? It's all about you. In network marketing, the less it's about you, the more potential you have for success. Let me give you an example. Let's assume you can sell \$300 worth of a product in a month. By itself, that's absolutely nothing. However, if you showed 10 people how to do that, now you've got a business that does \$3,300 per month. And if they show 10 other people how to do that, you've got a business that does \$33,000 per month. Now if they show 10 people how to do that, you've got a business that does \$333,000 per month—all of which you've got the potential to be paid on. That's the difference, and it's all related to your effort to sell \$300 worth of product a month.

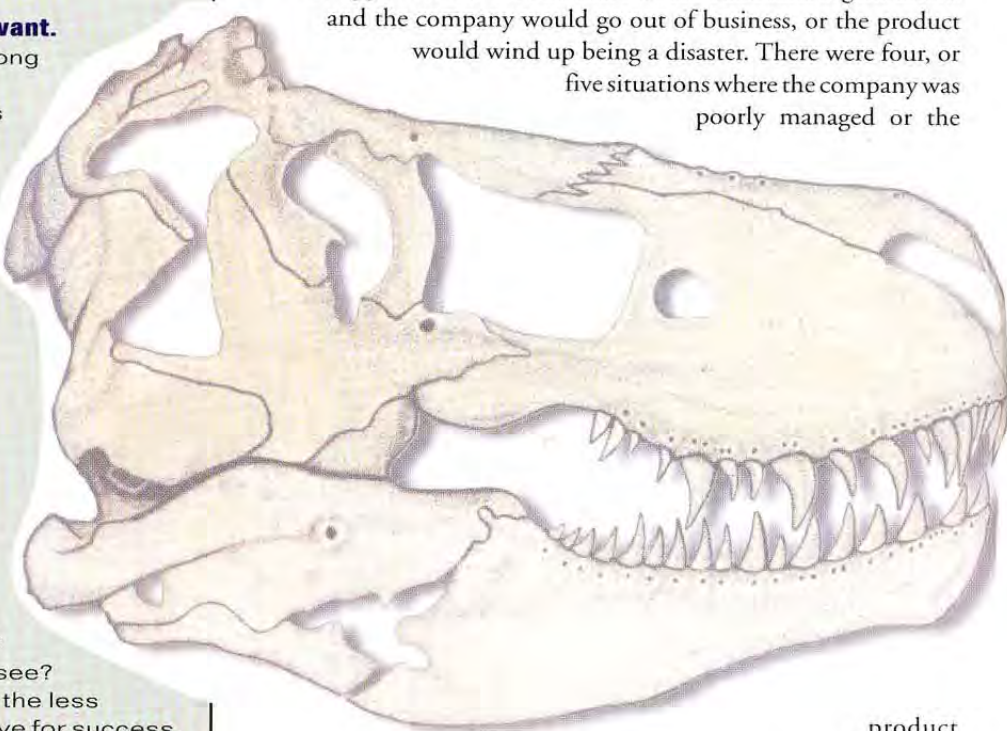
• Don't expect to succeed without effort.

"We have a culture that has a something-for-nothing, free-lunch, lottery-like mentality. We always want to hit the lottery. We always think we're going to. But as I told someone yesterday, you're chances of getting hit by lightning on a clear day are probably three times greater than winning the lottery. Yet there's a sucker born every minute."

money part time than I was earning full time and nearly killing myself."

So, he signed up as a distributor, and within two years he was pulling in a six-figure income. What he could not foresee was the gushing oil glut of the mid-1980s.

"My income plummeted to zero in a hurry," he told one reporter. "It was a company that had so much potential, but was very poorly run. When that company began to disintegrate, people went their separate ways. I went back to work, started companies of my own but always stayed around network marketing. In those next six or seven years, I had both outrageous success and enormous disappointment. I found that I would build sales organizations and the company would go out of business, or the product would wind up being a disaster. There were four, or five situations where the company was poorly managed or the



product was a dead end." Some of the products he encountered during this time included high-fiber cookies, home insulation and wristwatches with a second hand that mimicked a baseball player swinging a bat. While the watch was a hit with consumers, it struck out when the manufacturer went out of business.

AT THE CROSSROADS

After so much success and so much disappointment, De Van found himself at a crossroads. He considered other businesses. Instead of bailing out of network marketing, he probed more deeply into its nature. "I developed a criteria document that explored ten different categories," he says. "I used it as a consulting tool as well as an evaluation tool. When I started my current company, Success by Design, I began to weigh companies against this document. I looked at more than just product and compensation, which are usually the only two things people are interested in: 'What are you selling, and how does it pay?'"

“One Success By Design client watched its sales explode from \$1 million per year to nearly \$3 million per month.”

“People don’t stop to think about legal considerations, provisions for development, staffing, finance or any of those things that come into play sooner or later. This document helped businesses stay in business by serving their distributors better. It also gave me a great tool for building my own network.”

In 1991, De Van went into business with Steve Spaulding, who had recruited Richard Brooke into network marketing, (Brooke is now CEO of Oxyfresh, a multi-million dollar company and the namesake of Russ and Karen’s daughter.)

De Van and Spaulding took the view that team building, a first-class training program and recruiting highly-motivated distributors (instead of anyone with a faint pulse) would ultimately build healthier, longer-lasting network marketing programs.

The idea hit pay dirt.

“One Success By Design client watched its sales explode from \$1 million per year to nearly \$3 million per month,” Russ says. The company’s current contract is with Longevity Network, a Henderson, Nevada-based enterprise. He is the National Director of Training, developing the company’s national distribution network, as well as Success by Design’s sales organization.

He believes that the best days of network marketing are still ahead. “More large and successful corporate companies that have had an established way of doing business for fifty or sixty years are starting to say, ‘Wait a minute. Maybe there really is something to this system of distribution.’ And globally, network marketing is really taking off. In little Malaysia alone there are something like 800 network marketing companies. China, the Pacific Rim, the United Kingdom, Australia – they’re all very engaged.

“Here in the U.S., we now have companies entering the arena that have more names in a single database than all of the people participating in network marketing combined. The possibilities could be enormous.”

WHAT’S NEXT?

So, what’s next for Russ DeVan? “You know, it’s funny,” he muses, “but for the first time in my career, I don’t know what’s next. Right now, I’m experiencing new things and being awakened to new shifts that are happening all around me. I’m just trying to manage that. I like to explore and enjoy different things. I like the idea of enterprise and partnership. Right now I’m at a point where I don’t know where I’m going, but I’m excited by the future and all of the possibilities it presents.”

Maybe someday in the future someone somewhere will dig up one of those baseball player wristwatches, put it up on a glass shelf in their home office and think of the irrepressible Russ DeVan. 



THE @ PROFILE

by Jim Travisano
photographs by John Mireles

TYRANNOSAURUS

Digging Up The Past To Create A Better Future

Russ



Russ DeVan