

FROM THE EDITORS OF **SUCCESS** MAGAZINE

WORKING at HOME

PREVIEW ISSUE

WINTER 1995-1996
DISPLAY UNTIL FEBRUARY 29, 1996

...AND **GETTING RICH!**

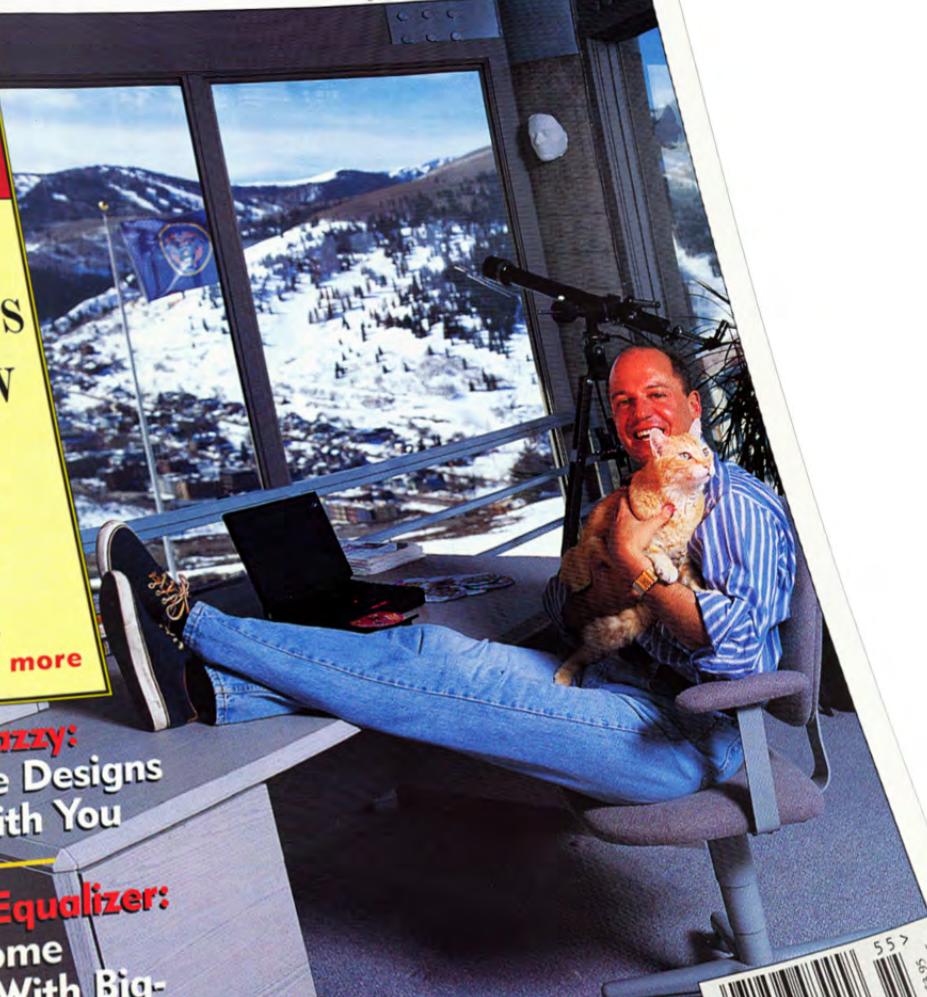
24 Wealthy Entrepreneurs Tell You How

Mark Hughes,
Richard Brooke,
Austin Furst,
Jimmy Kossert,
Steve Smith,
Nanci Masso,
Dexter Yager, plus more

Smart and Snazzy: Elegant Home Designs That Work With You

Technology Equalizer: Tools for Home Businesses With Big- Company Capability

Living the Good Life: Lavish Lifestyles of the Home-Based Entrepreneur



PAUL ZANE PILZER,
Entrepreneur Extraordinaire,
weaves work and play in his
12-room Utah home.



Life wasn't always this sweet for Russ DeVon. Here's how he broke an extraordinarily unlucky business streak to head his own direct sales consulting firm — and enjoy a lifestyle marked by freedom.

**Life wasn't always
extraordinarily lucky
firm — and enjoy a lifestyle**

These times in 15 years, Russ DeVan, now 42, had built his substantial down-times and earned a six-figure income beyond his control. Yet he remains a collapsed on the floor of his living concept. "It's been a major progressive," he says, "exciting, noisy because there's so much freedom, so much choice, around him." Now, DeVan has found a way to make the concept work in his life. By combining personal downtime with the concept of a **WORKING AT HOME**.

Three Strikes — *And You*
In 1976, after college, DeVon

Three
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NOTE

WORKING AT HOME

Industries. Four years later, he was a territory sales manager and "bounded" him a place on the American Professional Association's 100 Best Agents list. As he says, "I've had a great career and to go to a pitch by American Professional is a great honor."

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s, until
first meeting ended in 1984 under the strain, but two years
later, he met his present wife, Krista Hennessy.
Next, he launched a company to manufacture and
market sports gear with a floating-second-hand
style. In 1987, he got into the hot dog business, which made him

The Dufour family
resides in a lush
wooded setting
6,500 square feet
house with pool,
gazebo, hot tub,
deck room (not
shown here). In
Saratoga, Ariz.

...Saul's
Saul's inspecting machines. His
son's, but two years

celebrity impersonations on people's fine marriage ended in 1984 under the strain. Later, he met his present wife, Karen Hennessy, who launched a company to manufacture and sell a "no-slip" bath mat. In 1987, after throwing a foot-long tantrum, he got his wife to agree to his

Next, the animated sports watch gave the impression of a football player, baseball player swinging a bat. In 1987, said Deveaux, but then, the only Swiss company that made the went out of business — and so did David, a time, a friend named David Deveaux, a toy-dealing company, and

Around that time, he says, he began to hear about a new network marketing opportunity that was distributing its high-tech home-based products. His annual income was nearly \$100,000, he says, and he adds, "It was time on my hands, so I decided to give it a try." He had a

and DeVan says Austin called him again.

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THE BOSTONIAN

WORKING at HOME

WINTER 1995-1996

FEATURES



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27 WHEN AN OFFICE IS NOT A PLACE - BUT A STATE OF MIND • "Once we get over thinking of work as a slave-factory job, mixing work and home is a very pleasurable experience," asserts entrepreneur extraordinaire Paul Zane Pilzer.

32 'CHASE YOUR PASSION, NOT YOUR PENSION' • Denis Waitley, self-employed entrepreneur and renowned guru on the subject of personal excellence, believes that loving what you do is key to business success.

36 A BOOMING BUSINESS - AND FREEDOM TO LIVE HIS LIFE HIS WAY • That's the greatest benefit success has brought Austin Furst, cofounder of Natural World Inc. And though he can afford virtually anything, it's the simple things he savors.

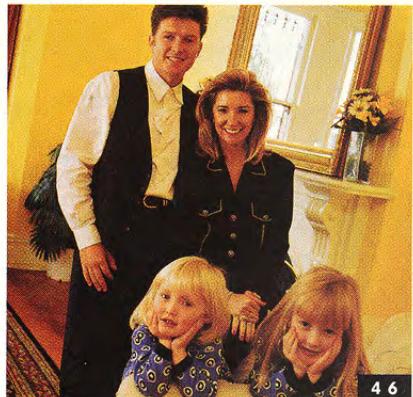
40 IN PURSUIT OF A BETTER LIFE • "Find more opportunity" was the advice from a friend. The Dimarumbas set to it, building a business they run from a house they once only dreamed about.

46 SHE WENT INTO BUSINESS KICKING • That's how Sandy McDonald first approached her work. Now, after success brought her expensive cars, homes, and exotic vacations, you couldn't drag her away from it.

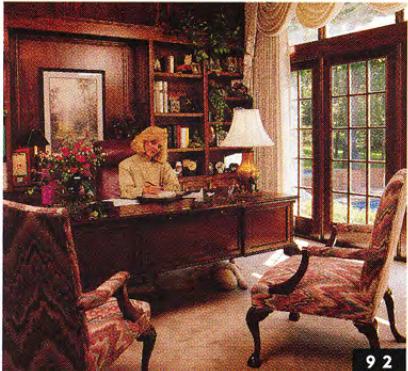
50 'IT'S A GRAND LIFESTYLE' • Constance Dugan's thriving home business has enabled her family to live on Daufuskie Island, an enclave of Hilton Head, and enjoy golf, tennis, or sailing, whenever the mood strikes.

54 AND TIME TO DIG FOR DINOSAURS • Life wasn't always this sweet for Russ DeVan. Here's how he broke an extraordinarily unlucky business streak to head his own direct sales consulting firm — and enjoy a lifestyle marked by freedom.

58 FISHING, HIKING, AND MAKING MILLIONS • Richard Hamilton's latest venture has enabled him to live the way he wants. He can give his children all the attention they need, spend hours outdoors on property that adjoins a 326,000-acre national forest, and, well, just hang out.



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62 FROM MILKSHAKES TO MEGASUCCESS • Fifteen years ago, Mark Hughes was selling a nutritional drink no one had ever heard of from a sidewalk table. Now it's a multimillion-dollar company, and Hughes enjoys a storybook lifestyle.

71 IN PRAISE OF THE TWO-, MAYBE FOUR-, HOUR WORKDAY • Fourteen-hour days were the norm when Ray and Sue DeBrincat were first growing their business. Now the only long hours the high-income earners put in are on their Harleys.

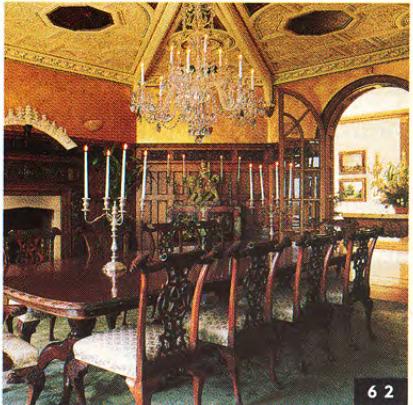
74 HIS WORK IS HIS PLEASURE • "I needed the challenge of creating something, of making something from scratch," says Robert Montgomery, former retiree and now head of the thriving Reliv International.

78 A HOME-BASED BUSINESS TALE • No matter that Steve Gagnier's work experience was in baptizing and performing marriages. When he left the clergy, he found Vicki — and both of them found entrepreneurial gold.

81 A BETTER LIFE • Ten years ago, Emil and Eunice Vinberg could barely scrape together the \$180 investment they needed to start their business. Ten months after they did, they were making thousands of dollars in commissions.

85 CHOOSING A BALANCED LIFE • Matt and Resa Salter have built a business that brings in millions of dollars in residual income — and now have time for their kids.

88 THIS MAN'S HOME IS HIS CHÂTEAU • You'd be hard-pressed to get the soft-spoken Steve Smith to tell you about his business success and the wealth he's accu-



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And Time to Dig

Life wasn't always this sweet for Russ DeVan. Here's how he broke an extraordinarily unlucky business streak to head his own direct sales consulting firm — and enjoy a lifestyle marked by freedom.

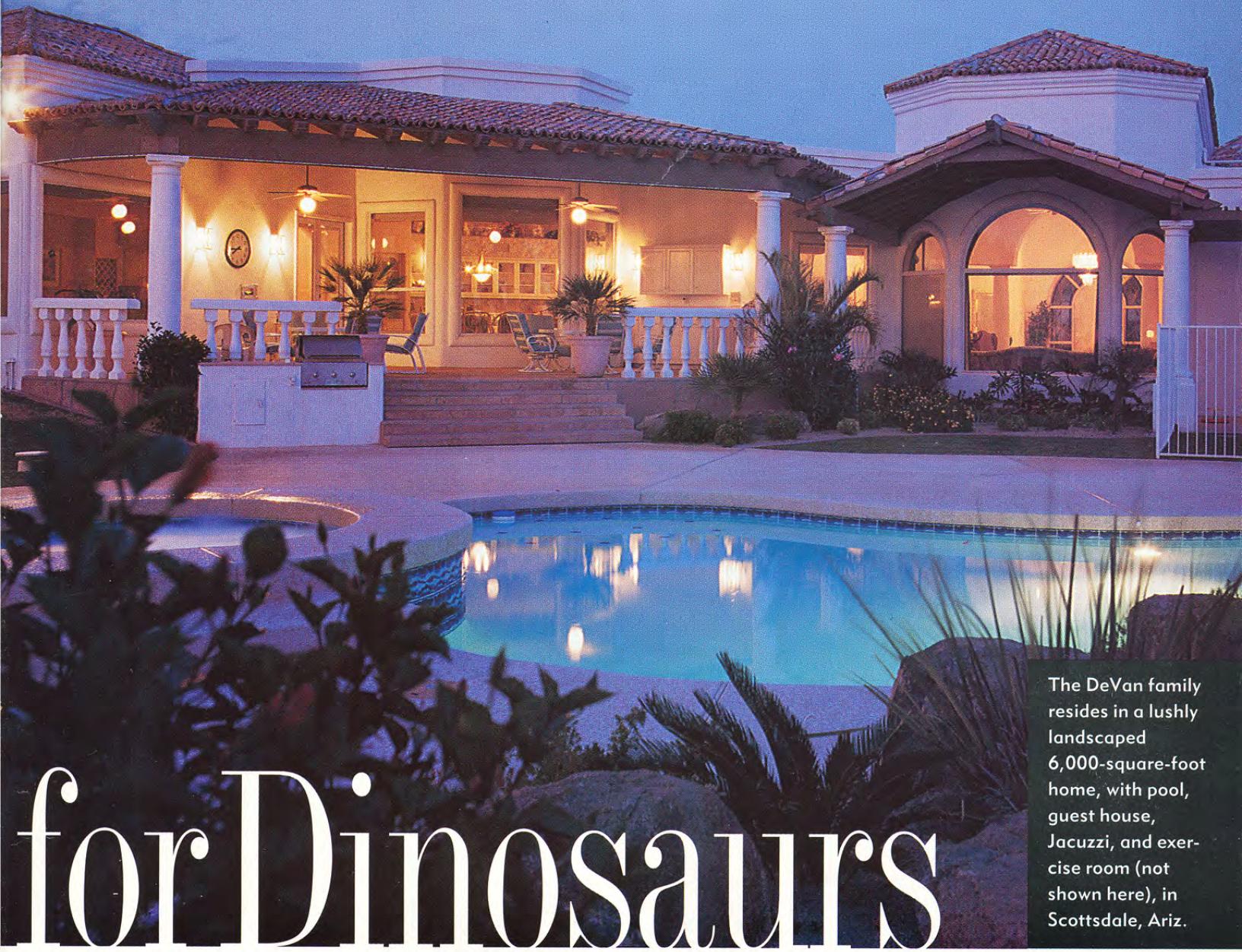
Three times in 15 years, Russ DeVan, now 42, had built substantial downlines and earned a six-figure income, only to watch his earnings plummet as each company collapsed for reasons beyond his control. Yet he remains bullish on the network marketing concept. "It's the most progressive, exciting form of distribution that's ever been developed," he says, "mostly because there's so much freedom, so much choice, around it."

Now, DeVan has found a way to make the concept work in his life. By combining personal downline building with the

training of independent distributors for Henderson, Nev.-based Longevity Network Ltd., a nutritional and personal care products company, he's again hauling in substantial earnings while still spending time on what he loves most — digging for dinosaur bones, officiating at sports events, and, most of all, being with his wife, Karen, 34, and daughter, Brooke, 3.

Three Strikes — And You're Out?

In 1976, after college, DeVan went to work for Burlington



The DeVan family resides in a lushly landscaped 6,000-square-foot home, with pool, guest house, Jacuzzi, and exercise room (not shown here), in Scottsdale, Ariz.

for Dinosaurs

Industries; four years later, he was a territory sales manager and top wage earner but felt frustrated by limited opportunities. A friend "hounded" him about network marketing, he says, until he agreed to go to a pitch by American Professional Marketing, an Oklahoma City-based firm. It sold Mix-i-go, a fuel additive that boosted mileage and became a hot seller during the oil crisis in the early 1980s. He signed up on the spot. "I loved the concept of working with people, that it didn't require a lot of capital, and that I could work out of my home," he says.

Spending up to 20 percent of his time distributing Mix-i-go and recruiting distributors, he matched his income at Burlington in seven months and in 1982 left to do it full-time. Two years later, he was earning \$100,000. Then the oil glut struck. "My income plummeted to zero in a hurry," he recalls. To make ends meet, he moved out of his house near Chicago to a small apartment in another suburb and did odd jobs, including

celebrity impersonations on people's answering machines. His first marriage ended in 1984 under the strain, but two years later, he met his present wife, Karen Hennessy.

Next, he launched a company to manufacture and sell an animated sports watch with a floating second hand that gave the impression of a football player throwing a football or a baseball player swinging a bat. In 1987, sales hit \$1 million; but then, the only Swiss company that made the mechanical parts went out of business — and so did DeVan.

Around that time, a friend named David Austin told him about a new network marketing company, and soon DeVan was distributing its high-tech home insulation. Within two years, his annual income was nearly \$100,000 — but then, a scientific study cast doubts on the product's usefulness. Business plunged, and, DeVan says, "it was time to move on once more."

Austin called him again. "He had a way of finding these

DeVan travels to search for fossils, writes poetry, and officiates at wrestling matches.

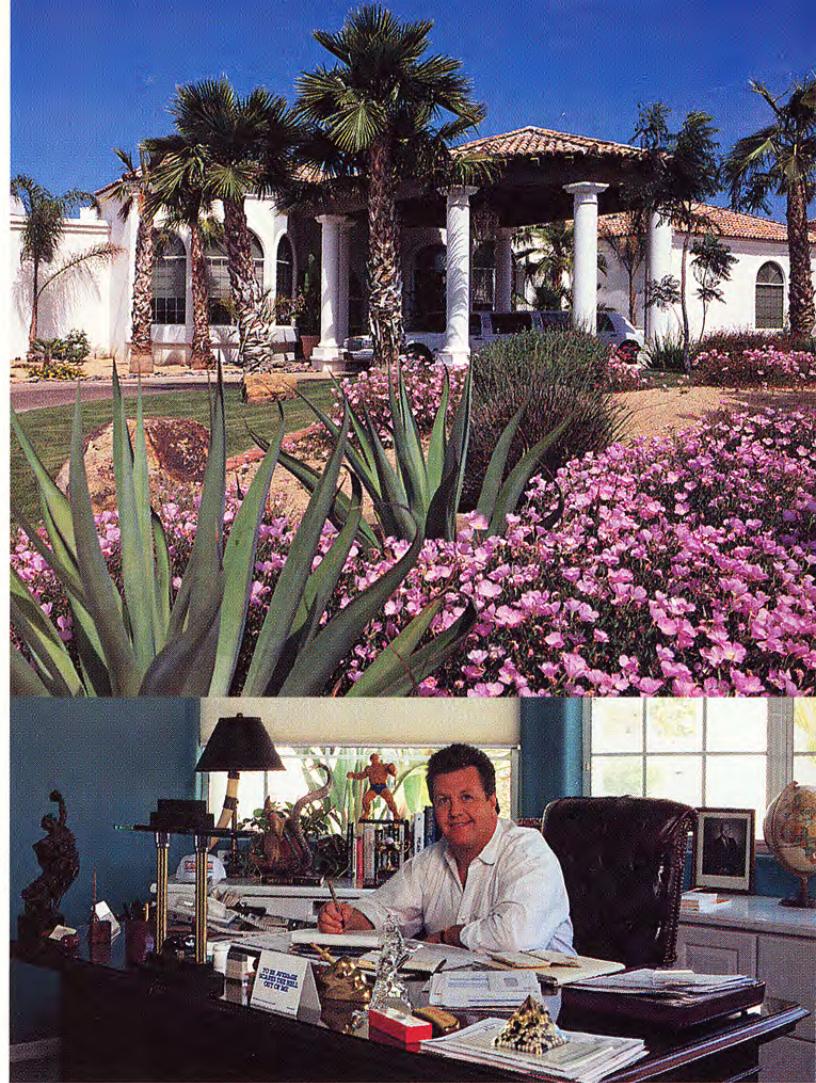
companies and then finding me," says DeVan. This time, it was a network marketing company that made high-fiber cookies. "I thought he'd gone off his rocker. I just didn't have this picture of me promoting cookies," he admits. But when he saw the company's earnings skyrocket, he signed up: The first month, he made \$3,000; the second, \$10,000. He was at \$13,000 per month when scandal broke out. "In nine months, the company had gone from sales of \$250,000 per month to \$24 million per month, and it couldn't handle it. So it bastardized the formula," he says. The company "got caught, and it all came to a screeching halt."

Finally, the Right Stuff

Weary of the boom-bust cycle, DeVan was at a crossroads: "I was either going to quit network marketing forever or take a stand for it." He chose the latter, joining with a friend named Steve Spaulding (who had, years before, recruited Richard Brooke, now head of Oxyfresh, into network marketing) to start a consulting business called Success By Design Institute Inc. The two evolved a somewhat nontraditional business concept: Instead of network marketing's standard "three-foot rule," which encourages prospecting everyone within three feet as potential distributors, they advocate seeking out only leaders — likable, people-oriented, highly motivated, hardworking men and women with intrinsic abilities to train and motivate others. Finding five or six such leaders, DeVan says, and then working closely to train and encourage them, will ultimately build distributors a stronger, more profitable downline.

Success By Design began consulting for such companies as Cell Tech, Oxyfresh, and L'Arome. In 1991, the company contracted to distribute and train other distributors for Shaperite Concepts, which sold herbal products. "It was the most successful sales organization we'd ever built — we had in excess of 20,000 people under us and a distribution and training income of \$60,000 per month each," says DeVan. But a payment dispute arose, and he and his partner sold off their Shaperite downline for \$150,000 and left the organization. In 1993, with his proceeds from Success By Design sales, DeVan began branching out into such other areas as limousine leasing, asbestos abatement, tie manufacturing. While still running his consulting company, he even invested in and helped produce a feature film: a romantic comedy, *Desert Wind*, in which he has a small role as a bartender.

In 1994, through Success By Design, he signed a proprietary contract with Longevity Network Ltd., a network marketing company he investigated carefully beforehand. Six months later, his income was \$5,000 per month and rising. He spends 50 to 60 hours per week on Longevity Network, 70 percent of it building a downline and 30 percent in training and management consulting. He travels 10 to 14 days per month.



Dream Home, Dream Life

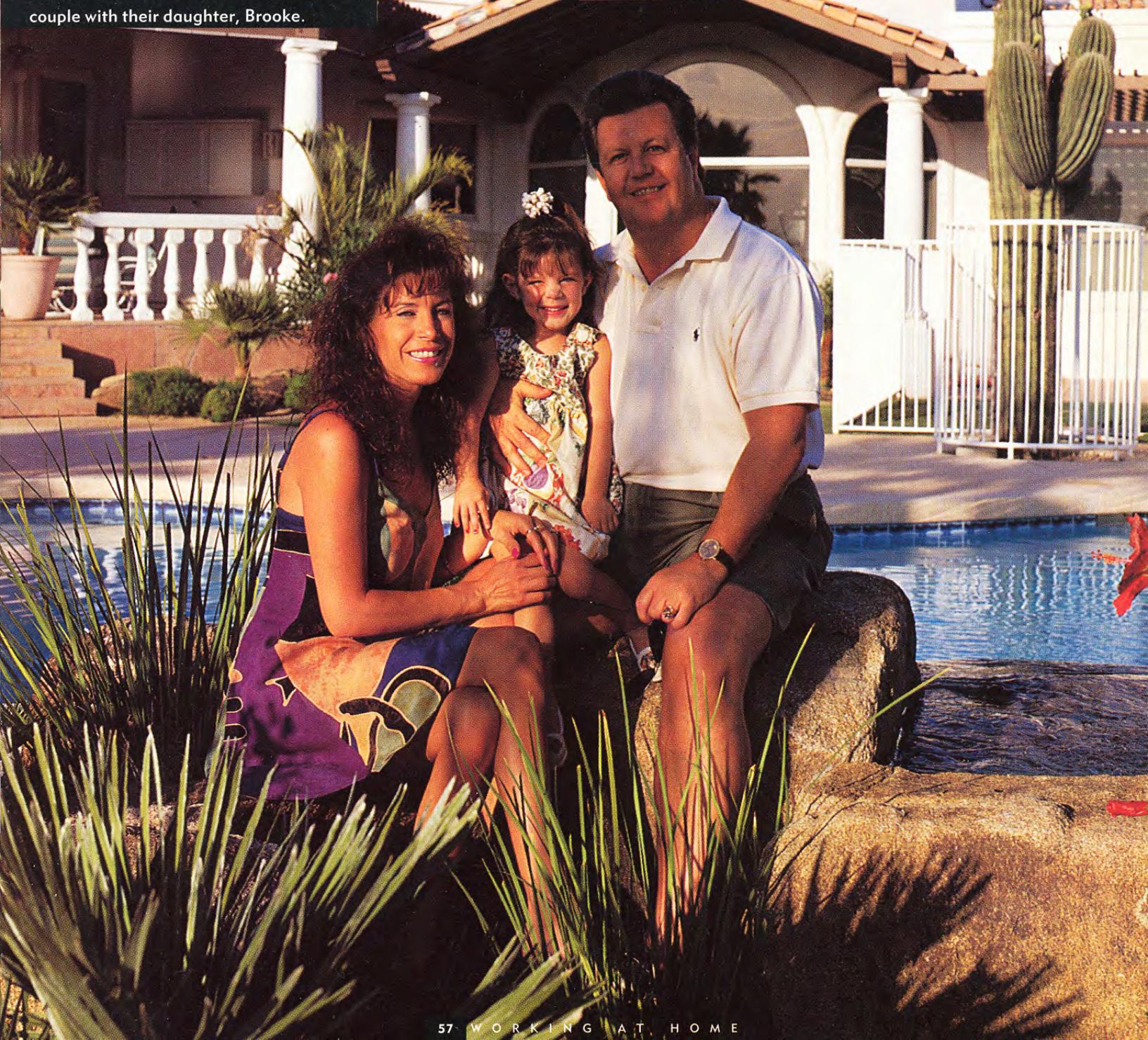
DeVan and his wife, Karen, moved to Scottsdale, Ariz., in 1992. His home office, filled with dinosaur models, fossils, artwork, and a mounted wahoo (Karen caught the fish in Bora Bora on their honeymoon), looks like a small museum. On the desk of his full-time assistant is an Apple Computer Mac LCIII used for accounting, an Apple laser printer, and an Okidata 1000 fax machine to receive sales and downline data from Longevity Network headquarters.

The couple's lushly landscaped, 6,000-square-foot ranch-style house, with a pool, Jacuzzi, and exercise room, is "our dream home," he says. From their windows, they can watch the sun set over the Superstition Mountains of the Rockies. And, he adds, "I can control my time and do what interests me, because I'm making enough money to be at choice." DeVan has gone on weeklong trips to Mexico, Colorado, Montana, and Idaho to dig through soil and search for fossils. He also writes poetry and officiates at wrestling matches at a junior high school and at college lacrosse games.

He's in his office by 7:30 a.m. weekdays and leaves 45 minutes later to wake his daughter, Brooke, feed her breakfast, and take her to school. He works straight through the day until 6:00 or 7:00 p.m. and isn't concerned about separating his work life from his family life: "My wife and daughter aren't inhibited about coming to get me at all, and I like that," he says. "Sometimes Brooke comes in at 6:00 at night. She'll put her chin down on the corner of my desk and roll her eyes at me to come play — and it's very hard to resist." And, of course, he doesn't. 



Russ and his wife, Karen, moved into their Scottsdale "dream home" in 1992. His office, opposite page, has the feel of an eclectic museum filled with dinosaur models, fossils, artwork, and a mounted wahoo that Karen caught fishing in Bora Bora on their honeymoon. Above, the DeVans' formal dining room; below, the couple with their daughter, Brooke.



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