

THE *flip·flop* CEO®



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# *What Readers Are Saying*

## **BOB PROCTOR**

Public Speaker, Author  
Featured in *The Secret*

Probably the only thing stopping you from living the life you love is your paradigm. Your paradigm is your current way of thinking—your habitual way of acting, which is creating the life that you are presently experiencing. When you change your paradigm, you change your results. *The Flip Flop CEO* will help you make one of the biggest paradigm shifts of your life, by walking you through all of the reasons why network marketing is such a brilliant business model to live your dream.

Here are points to look at closely before you begin network marketing:

1. Make sure you are joining a good company with strong leadership.
2. Make certain the company has a good product, a product you are proud to represent.
3. Make certain the person signing you up has the talent, experience and desire to properly train you. And if they don't, ask to speak to their upline and ask them if they will properly launch you in the business.

Network marketing is a tremendous way to get into business for yourself and it is the most moral form of compensation in business today. There is no nepotism, games, or favorites, you earn exactly what you are worth to your organization.



I love this sassy informative new book about the business of network marketing. It's the best book I have read so far which authentically explains how regular people can live a life of freedom and choices, happy healthy lives, while building a business which can produce CEO income—all while wearing your flip-flops! I have been sharing with everyone in my life that there is a way out of the rat race. Lory and Janine devour a subject which so many out there do not fully understand.

— *Danielle D.*

This is the best book I have ever read that is for everyone to understand this amazing profession!

— *Diane P.*

## *What Readers Are Saying*

This book took all my thoughts about network marketing, put them on paper, and then set me straight. Reading the truth and facts as well as the success stories was so helpful, enlightening, and inspiring. I would recommend this book to anyone thinking about jumping into this profession or give it to those who think your decision is a bad idea. They don't know what they are talking about.

— *Heather S.*

Amazing! A must-read for anyone in network marketing, skeptics included!

— *Lisa Vetter*

Great read for the beginner network marketer!

— *Carrie Kirby*

If you ever wondered or are slightly skeptical—this is a smart read. There is a better way to live... in flip-flops!

— *Janel French*

Very informative! Loved this book and its perspective.

— C.K.

Loved it. Great book that explains why we all need network marketing as a Plan B. No matter if we have a full-time job that we work five days a week, we all have time seven days a week to put a little time into a network marketing gig and have something to fall back on, or just to build something for the future. Easy to read. Really loved this book. Thanks.

— *Amazon Customer*

Two thoughts occurred to me as I read this book. First, I have stepped one toe into network marketing with a company that is a perfect fit for my existing business. I wonder what would happen if I actually dedicated some time to it? Second, this business is perfect for my niece! I got her a copy of this book as soon as I finished reading it.

— *Laura Orsini*

## Foreword

Each of us is the CEO of our own life (not just our profession). We have the choice of how we spend our money as well as how we spend our time. We can fill our schedules with activities that are fun, fulfilling, and financially rewarding, activities that hold us back. Are your choices of your current career or how you are spending your time getting in the way of achieving both the success and significance you deserve?

*The Flip Flop CEO* brings clarity to the often misunderstood field of network marketing, explaining its opportunity for prosperity while addressing and debunking the negative thoughts that surround it.

No matter how much you earn at your job, whether it be as a physician, an attorney, a hair stylist, or a receptionist, you are most likely trading time for money. Ask yourself, if you stop working, will you stop earning? This book shares a time-tested and realistic way for anyone, who has the desire and motivation, to seize the opportunity to begin earning residual income, without the risk or capital required by most other options.

If you are looking for a lifestyle that allows you the freedom and flexibility to work around your life, rather than planning your life around your work, this book reveals it.

If you feel that you have to sacrifice a life of significance in order to have success, you might be surprised by what you'll learn from this little book.

Whether you are hoping to earn a little extra income, replace your six-figure salary, or create a plan B to help take you into retirement, be open to the possibility that the solution you're looking for may "look" very different than you thought! This book will explain how personal freedom and financial success are possible for you!

To your success!

*Sharon Lechter*, CPA CGMA

Founder & CEO, Pay Your Family First

Co-Author of the international bestseller, *Rich Dad Poor Dad*, and 14 other books in the Rich Dad series.

Co Author of *Think and Grow Rich: Three Feet from Gold* and *Outwitting the Devil*

Author of *Save Wisely, Spend Happily*

*From Lory and Janine:*

Since embracing this business, our lives have been filled with so many inspirational, powerful and compassionate friends. Because of all of you, we've gotten a glimpse of what is possible in this world. We're forever grateful to be a part of such a life-changing community. We are truly better together.

Whitney, you are exactly what we were searching for! You immediately caught the vision, immersed yourself in the experience, and became a passionate advocate of this profession. Thank you for putting your whole self into this project to authentically communicate our voice. We admire your sass, wisdom, and dedication. Thank you for making our dream a reality.

Dane, you are a part of who we are and everything we do. We adore you. Without you, Melissa Linden, and Debbie Onsager, this book might not have been written. Each of you have been our angels along the way. Thank you for being our sounding board, with your unwavering commitment to support us in speaking our truth. Words cannot adequately convey our appreciation for your unconditional love, guidance, and honesty. We cherish your friendship.

To our Shower Curtain Girls, Dana Eriksson, Jen Furrier, Andrea Scholer, Debi Tombazian, and Kerri Laryea, thank you for insisting that there was a book within us and a story that had to be told.

To Bevla, thank you for knowing that Whitney was the one.

To Jodi Low and Renee Dee, for inspiring our dream. Thank you, girlfriends!!

For sharing your incredible love and light, thank you, Dr. Tanda Cook, Dr. Sarah Marshall, Jesse Neidt, Roxanne Melker, Melissa Haupt and Chrissa Michelle.

We are also so grateful to all of our friends, including everyone mentioned above, who took the time to read our book and provide invaluable feedback ... Hope Baker, Stasia Trivison, Valerie Edwards, Iain Pritchard, Jill Ellis, Audra Berger, Diane Ryan, Jill Lohmiller, Tom and Lorraine Callaghan, Catherine Swinscoe, Doreen Bishop, Billie Young, Melissa Krieger, Kendra Katter, Crystal Barcello, Donna Price, Ericka Hirons, Jessica Emes, Chantelle Braham, Jamie Wieferich, Cathy Swann, Carrie Severson, Bobcat Brown, Melinda Adams-Johnson, Shari Weller, Kim Mylls, Jodi Towns, Geri Amster, Barbeth Pinkney, Meg McPhinney, Todd Hill, Rosemary Price, and Gayle Kelly. We appreciate you more than our words could possibly express!

We also want to thank each one of you who shared your story

with us for our book. What an inspiring group of leaders you are. Thank you all for exemplifying what is possible when belief and commitment collide!

Doug and Marcus, you are the wind beneath our wings. Marcus, you are the best dad in the whole world. Thank you for every second that you spent taking such good care of Parker and Hudson when Mommy and TaTa couldn't be there. Doug, thank you for your wisdom and tireless support. We appreciate all of the sacrifices you've made so that our book could be written. We love the "big" and "little" men in our lives with all of our hearts!

### *From Whitney:*

Lory and Janine, thank you for sharing your vision, your hearts, and your lives with me. It is such an honor to be a part of this project. Lory, you blazed a trail that a lot of us walk on today. Thanks for having the courage to stick with it.

To Laura Russell, Jamie Rubin, Anjuli Fiedler and Pamela Spycher, thank you for being such great friends, and for taking the time to review the book. Your feedback is priceless.

Bevla, thank you for being the bright, beautiful magnet that brought us all together. You are one of a kind.

I am very blessed to have a group of comrades and loved ones who not only support me in my zany endeavors, they join me

in them. They are my mastermind group, book editors, vacation buddies, business partners and best friends. To Ramona, Samara, Kate, Christina, Blythe, and Rob, thank you for sharing this journey with me. I freakin' love you guys.

The trajectory of my life changed for the better when I stumbled upon this project, and the business model of network marketing. I have the heavens to thank for that.

To all of our book readers, thank you for putting up with this little yearbook signing. If you're shocked or offended by anything in the book, I take full responsibility for it.

When you change the way you look at things,  
the things you look at change.

Wayne Dyer

### *A Flip-Flop CEO:*

Doesn't do alarm clocks, bosses, or cubicles.

Makes up her own mind.

Thinks in terms of possibilities, not probabilities.

Lives her life by design.

Doesn't do hourly or salary.

Makes money and a difference... in her flip-flops.

She plans her work around her life...  
rather than her life around her work!

# Introduction

We are mother and daughter. So naturally, we don't always agree.

In fact, the biggest bone of contention in our relationship to date is what inspired this book—the subject of network marketing. It came into our lives over ten years ago, when one of us decided to pursue it with gusto and the other resisted it with all her might. We battled for over a year.

Eventually, after lots of arguments, tears, and silence, we landed in a place where we finally saw eye to eye. Today, we've both built thriving network marketing businesses and have fulfilled many of our lifelong dreams, the biggest of which is working together.

We wrote this book because, while the divide in our perspectives of this profession is now bridged, it still exists in other families, friendships, and society at large. On one side are the insiders—people who believe in the business model, hopeful of the possibilities it presents, frustrated that others don't see it. On the other are the outsiders, skeptical of all the promises, annoyed and offended that it keeps showing up. In the middle

are the people who have *absolutely no idea what it is*.

Wherever you stand, this book is for you. And there are a couple of things we hope you get out of reading it. The first is a brand new outlook on the network marketing profession. The second, and most important, is a heartfelt realization that you can have more, and *deserve more*, in your life than others claim is possible.

Our message may seem tough in parts, but we promise it truly comes from a place of love. So if we sound a little feisty, it's because we're fired up about this topic. We know that when most people hear the words "network marketing," they instantly plug their ears, and we didn't want to get tuned out.

When we decided that this book needed to be written, we went in search of someone who could help communicate our voice. We found the perfect fit, in the form of an entrepreneur, writer, and recovering attorney, who ironically despised network marketing. But there are no accidents. She became not only a believer, but an advocate for network marketing, as well.

We don't claim to be experts on the subject of network marketing. We're just living proof that it *does* work, and you *can* have it all: a career and a life on your own terms. This profession has given us the gift of a lifetime—the ability to plan our work around our lives rather than our lives around our work. And

now we want to share that gift, in the form of this book, with you.

*Our complete stories can be found in the Afterword.  
Inspirational stories from other Flip-Flop CEOs can be  
found at the end of the book.*

## CHAPTER ONE

# *Get a Life*

The truth will set you free,  
but first it will make you mad.

M. Scott Peck

We don't mean to be rude, but don't you think your life could use a face-lift?

Correct us if we're wrong, but you'd rather get a colonoscopy than go to work tomorrow. The last time you felt well-rested was in college. Your salary doesn't budge. Your bonuses are abysmal. Your retirement fund has gone from being a nest egg to a goose egg, and your couch has more money than your savings account.

Sound familiar?

Day in and day out, you fume in rush hour traffic while you cuddle your espresso instead of your kids. You drag your laptop on vacation and your phone to the gym. You're a prisoner to your

list of things to do. You have money, but no time. Or time, but no money. And you are tragically un-fun.

But that's not the worst part.

The worst part is that unless you make a move, nothing will change. Tomorrow will be the same as today. Next week will be the same as tomorrow. Unless, of course, there's a big giant recession looming—then it could get even worse.

Don't shoot the messengers. We just want to help. We want you to know that you have options.

We're not talking about a second job. We're not talking about winning the lottery. We're not talking about "doing what you love and expecting the money to follow." (That only worked for Oprah.)

We're talking about something you've probably heard of before, something you might have dismissed until now, something lurking... right under your nose. We're talking about network marketing.

Yes, we said it—*network marketing*.

Now, we're not stupid. We know that network marketing still gets a bad rap, and that you'd rather take on a paper route than be caught doing it. We know you have a fancy title and an image to uphold, and that you're getting used to that company car. We get that you have a business to run, with your name on the door. And we see from your license plate that you've earned a degree.

Don't worry, we felt the same way not that long ago. In fact, prior to doing our research on network marketing, we were some of the biggest haters and skeptics around. Let's face it, the profession does have a checkered past, and some network marketers still make the whole place look like a carnival. But that's not a good enough reason to be deterred.

That's not a reason to dismiss what could be a viable and credible financial opportunity for *you*.

Trust us, we've done it all. We've been corporate rat-racers, passionate entrepreneurs, and loyal employees. We've had careers we loved with salaries we hated, and careers we hated with salaries we loved. So believe us when we say that network marketing is one of the greatest ways to earn a buck.

We wrote this book not to convince you, but to inform you—to flip your frame of reference about a profession that is gravely misunderstood. We wrote this book because we want you to get a life, and a *good* one at that.