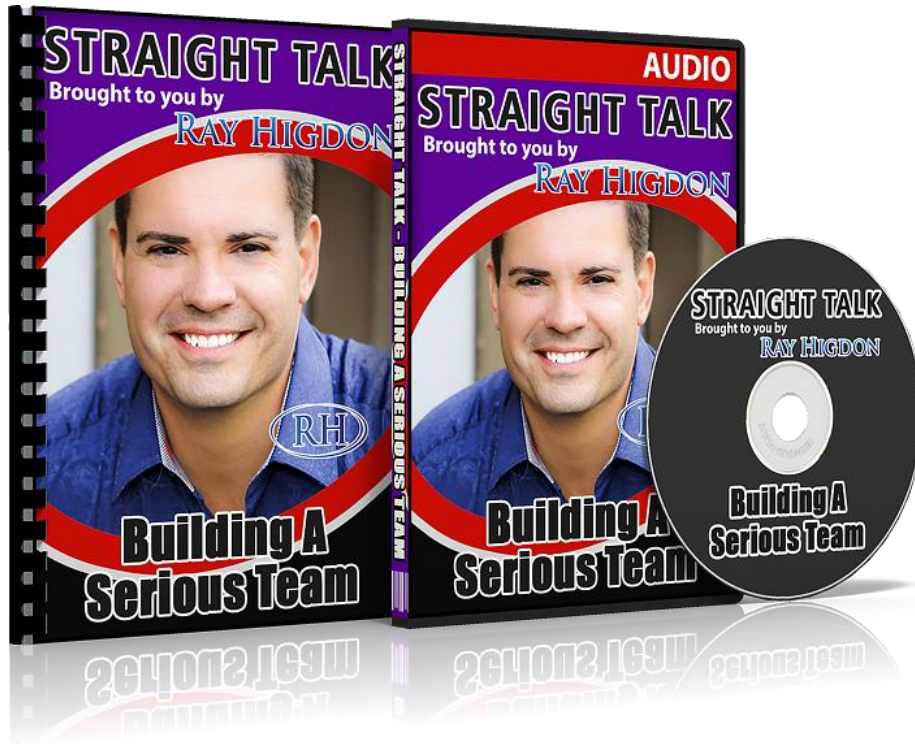


Straight Talk On Building A Serious Team



By Ray Higdon

Audio Transcripts/Study Guide

Straight Talk on Building a Serious Team



Hey there, this is Ray Higdon and you are in for a treat. This is going to be a really, really powerful audio and it is something that, I think a lot of leaders and people that are serious about their network marketing business really need to listen to.

Get Ready To Take Some Notes...

This training is all about how to build a serious team in network marketing. And it's something that I've really combined a lot of research, interviews, and masterminding with top earners like Eric Worre, Jordon Adler, Randy Gage, George Zalucki, Larry Thompson, who have all built huge teams.

I have failed as a team leader and I have succeeded as a team leader. As the number one income earner in my network marketing company, I have learned to successfully build a team and that's what I'm going to be sharing that with you here today.

Here is the typical cycle most network marketers fall into when they start building a downline:

First, they recruit a few people.

Then, they try to motivate those few people into going out and doing the same thing.

Then, they get frustrated because their new teammates aren't doing what they suggest.

Next, they seek outside advice asking other leaders, "Hey man, I've got a few people in. They're not doing anything. You got any suggestions?" And that person typically will give them, "Oh, you need to do more meetings. You need to do more conference calls." (and so on)

So, the networker does all these things and those original three or four people they recruited STILL aren't doing anything.

So then, they go and they hire a coach and so on...

And guess what? Almost all of that is a complete waste of time.

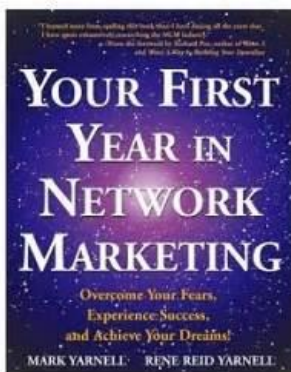
This is really going to help you bust through and understand what it takes to build a team. This is sheer straight talk on team building. Some of it, you're going to want to hear. Other parts of it, you're going to say, "Damn it, I did not want to hear that."

There are two parts in particular that I think you probably don't want to hear, **but if you don't hear it now, you have absolutely no chance at building a network marketing team.** So, the goal of this audio is to help you truly understand, not just what it takes to build a network marketing team, but actually help you build a network marketing team, so let's get started.

Building A Serious Team

1) Inspire, don't motivate.

80% of being a team leader and building a team comes down to that simple statement, "Inspire, don't motivate." Everyone that I've ever met in network marketing that hadn't built a serious team, they always look for tips, tricks, strategies, gimmicks, incentives, all these different things to motivate their existing team.



In Mark Yarnell's book, "Your First Year in Network Marketing", (which I highly recommend). If you haven't read "Your First Year in Network Marketing," this was written by someone who has made around 30 million dollars in network marketing. It's definitely worth your time to read and I would highly suggest you pick it up.

He says in his book, *"If you come into network marketing with the attitude that you are going to be responsible for 100% of your commissions the first twelve months, then*

that's a pretty safe assumption."

Now, most people never hear that. They never get that little piece of advice and so what they do is they come into network marketing, they recruit three or four people, they expect them to go recruit three or four people or at least half of them to recruit three or four people and here's a reality:

Number 1: You have no idea what will be the number of recruits it takes to find the first person who will actually do the work.

Number 2: You don't know when you'll find your first leader.

Here's what I do know. If you continue recruiting, you will find a leader.

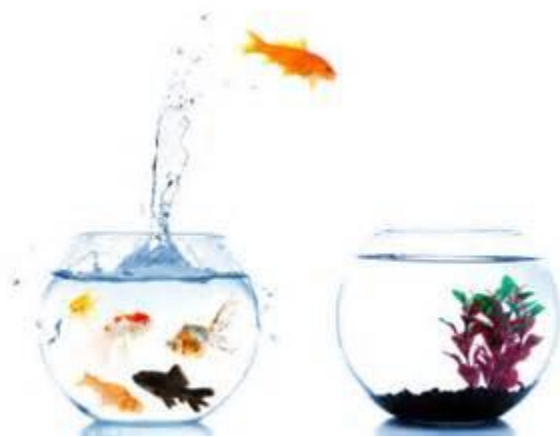
Mark goes on to say, "If you want to make a \$100,000 a month in network marketing, you need to find twelve leaders." The unfortunate part is you don't know how long it's going to take you to find twelve leaders. It's certainly not your first twelve, or I guess in very, very rare occasions would the first twelve people you sponsor be your twelve big leaders.

Here's the catch. Are you ready for this? Most of this training is about setting your expectations, because if I can alter your expectations you have a shot. If you continue forward with false expectations about network marketing you have no shot.

So, here's the thing about those twelve leaders; next year half of them are going to either be gone or no longer building. Doesn't that suck? I mean, doesn't that suck to hear? It sucks. But, you know what? That's what happens. This is real world and, by the way, is that exclusive to network marketing? Of course not.

You know, Google loses executives. Facebook loses executives. Big companies lose executives. They lose leaders. Leaders get offered other things. Leaders find something else to do; nothing wrong with it. It's the nature of the beast in all commerce, not just network marketing.

So, if you come in and all of a sudden you get twelve leaders and they're rocking it and you just get in the easy chair, drink Pabst Blue Ribbon, and eat some pork rinds, no, probably not going to last. Now, is it possible? It's possible. It's **just not probable and it's probably not going to happen.**



More Expectations...

It has been said by several top earners that those network marketers who continue to put quality people in year after year after year, will build a base that will never go away.

For example, one of my mentors, my good friend Dave out of Sacramento, California...This is a gentleman that built his network marketing business for twelve years, okay? Twelve years. Now, twelve years of our life is a pretty big commitment,

but check this out: He stopped building his business 23 years ago. *He still gets compensated over \$10,000 a month.* Think about that.

Now, there have been jobs that I have left, they certainly didn't continue to pay me ten, fifteen, twenty years later. You can do that in network marketing. That is not typical in most industries or professions, so just understand that.

2) You should be doing what you want your team members to do, which is prospecting and recruiting.

You need to be the person that leads the pack and here's a reality: In most circumstances, the pack is going to do 50% of what you do.

So, if you work two days a week, it'll be rare for any of them to work more than one a day a week. You put in ten minutes a day; they're going to put in less than five minutes a day. The speed of the leader determines the speed of the pack. Inspire them, don't motivate them.

Don't do this:



What's typical is a networker will go out and recruit a few people. Then, they climb up into their lifeguard chair and they say, "Okay guys, go out there and recruit. You can do it. I believe in you. Come on guys, you can do it." And they stop doing the actions that were actually working for them. They stop getting leads or prospecting or recruiting or closing or doing the things that they know work.

Am I saying you should NOT train your team?

Before I started in my current network marketing business, I failed in eleven different network marketing companies. I had great uplines and sometimes I had terrible uplines. Being a good Upline or bad upline, does not dictate the success of the entire group, let me assure you.

Because here I am, number one income earner in my company now but back then I didn't know what the hell I was doing. And whether you are a good upline or bad upline, it didn't matter to me because my head wasn't in it.

So, stop beating yourself up if someone fails to have success, alright?

I was at a meeting and at this time I'd been in my network marketing company about five months, and I wasn't the top income earner. I think I was number two, maybe number three. I'd recruited about 50 people, which is pretty darn good. In five months I had 50 people on my team.

But, looking back it's not as impressive as I thought. My wife and I have actually recruited 50 people in the last 35 days. But when you're just getting started 50 people in five months is good.

So, I'm at this meeting at one of the founder's house and they're touting me as the up and coming all-star, the rookie of the year, because of the volume of new recruits I'd brought in.

And a guy comes up to me who had recruited a lot of people and he said, *"Well, I hear you recruit a lot of people but, you know, I just prefer to train my people."*

Obvious hater. And I like to tell people that, "Haterade is my Gatorade." So, I just kind of laughed it off.

But that shows you that people think there's a delineation between being either a recruiter or a trainer. That is not the case. **You can master both.** You can be a master recruiter. In fact, I would encourage you to get some of my products on recruiting if you need help with that, but you can also be a master trainer at the same time. They don't have to be separated. They don't have to be distinct from each other. They can be one AND the other.

So, do the actions you want your team to do.

Do you want them to fiddle around and watch webinars all day?

Do you want them to just coach other people?

Or do you want them to recruit like mad men? Do you want them to go and prospect the world? Do you want them to go and get your product in the hands of as many people as possible? Yes, and yes, and yes.

Do the things you want them to do and make sure they're seeing you do it.

Tactics For Teambuilding

1) If there's a leader board with your company, you better be on it.

You want to be the top dog? You want to be a top earner? Get on that leader board, stay on that leader board, and win every incentive. The only thing better than you being the number one person on the leader board, is having someone you recruited be the number one person.



I've had that happen multiple times. Does that upset me? It makes me as happy as heck! It's such an awesome feeling. But you know what? **If I wasn't out there digging the dirt, getting my jersey dirty, making things happen, it would not have inspired that person to beat me.** Really get that. Do what you want them to do.

The Training Trap

I learned this from Larry Thompson, who has helped generate over a hundred million dollars in commissions and worked alongside Mark Hughes, who built Herbalife to a billion dollar company, and they taught me the concept of a "training trap".

At some point your efforts (if you continue to recruit and lead) will be recognized either by the company or your group. And, this is dangerous because it's easy to get fulfillment from training.

When I do a training for my group, I get high fives, people comment on Facebook, I get emails, "Oh my God Ray. That was such an awesome training." I get pats on the back, "Thank you so much. Great training!"

It's a trap.

I'm not saying don't accept those things, because you should. Accept, be grateful, be humble. It is awesome.

But be careful because it's almost like crack. If you get used to being fulfilled by gratitude and pats on the back, it'll take you out of the recruiting game.



I've seen it happen where someone who is really good recruits a few people, then they start training. They feel really good about it, and so they just go crazy. "I'm going to do trainings every single morning. I'm going to do them morning, noon and night. I'm going to go to my reps house and I'm going to train them every single day. I'm going to travel all over and train, train, train, train."

And then, at some point they realize that they're doing all this training and no one on their team is recruiting!

Their check has gone down and they don't understand because everyone says they love all the training.

Why do they love your training? **Because they're looking for any reason not to go prospect and you're giving it to them.**

And guess what? With all that training you're doing, you're also not prospecting. See how that works?

So, a lot of people burn themselves out because they think that building the business is no longer about talking to other human beings and prospecting and recruiting. They think it's about how much time and effort they put into their team. That's a trap.

This is rare advice, but I'm here to tell you, you've got to watch for that training trap. You want to build a serious business. You need to prospect and recruit and inspire, year after year, after year.

Now, some people say this doesn't sound like the easy way. Well, what's your alternative? You can work at a factory for 45 years. You can work in the military, 30 years. You can work in a fire department 30 years.

But what if, instead, you seriously put the hammer down and kept recruiting?

At this point, my wife and I continue to recruit because it's part of our business model. But, if we did stop, we would legitimately get residual income for the life of this

company. However, we want even bigger income, so we're continuing to put in the work.

Our industry is the shortcut to making a lot of money, because in most industries it's 30 years for retirement and we know how much that retirement usually is. You don't make enough to live off. So this is a shortcut but be very clear there is no shortcut to the shortcut.



Now, maybe you've heard of some miraculous amazing awesome story, where a lady went out and she recruited two people and they just went bananas and put in millions of people and she never did another thing and made money the rest of her life.

That's like a lottery story. You have less chance of that happening than winning the lottery.

I would say you have a much better chance of playing the lottery and winning than that scenario.

So just understand, if it happens, fantastic. Please shoot me an email. Share your story, ray@rayhigdon.com. I'd love to hear it. But the chances of it happening are extremely rare.

What NOT To Do When It Comes To Teambuilding

Don't manage your team.

I know people that say, "Ray, I call my team every single morning and I tell them they need to get out there and prospect and recruit."

That is a form of "management" and people feel that.

You can do something similar and have it not be management. So, what could you do? You could share stories. You could share personal inspiration stories or team inspirational stories.

Let me give you an example. So, let's say I recruit Joe and Joe just started the business and I then go out and I tell Joe, "Joe, go through the training."

Hopefully you have either a corporate training or your own personal training you can plug Joe into. So send him there and then schedule a follow-up call.

In the meantime, what am I doing while Joe is off studying the training? I go out there and recruit someone else. The best time for you to recruit somebody is right after you've recruited somebody, because you've got the good vibration going, you're feeling good, you can even share that story, "Yeah, I just recruited this awesome guy named Joe."

The best thing for you to come back and tell Joe after he's gone through the training is, "Hey Joe, I just want to share with you and introduce you to somebody. This is Charlie. I actually just brought Charlie in after you and I spoke and he's excited. He's fired up. I just want to introduce you guys."

That's powerful. What does that do? Inspire. That is not a motivational management message. That is inspiring, because it says to Joe, "Hey man, this guy is for real. He's actually doing the things that I should be doing." And so, Joe wants to know, "Well, how did you get him?" So, that would be an example of a personal inspirational story.

But you could also come back to Joe with a team inspirational story, "Hey Joe, glad you went through the training. That's exciting. I just want to share with you, I just got off the phone with my friend Sabrina, who's a realtor, and she actually just brought in this other guy who's a property manager and the team is really going nuts, Joe. So, we're excited to be working with you." See, that's inspirational. Use these stories. Use these inspirations.

Here's the difference: "Joe, I know you can do this business, man. You're so connected and you can make a lot of money." That's management. That's attempting to be motivational. It's not inspirational. Use stories instead.

You can build this business online or offline. But I don't believe you can build a longstanding business in network marketing without the telephone. That's what I believe.

Build locally, online, offline, warm market, cold market, whatever. But I'm a big proponent of building in your local market.

So, if you're building a local market team, I would suggest that every time someone comes on board in your local area, you get their cell phone number, so you can text everyone little updates.

There are group text apps on the iPhone, where you can load up phone numbers and put them in a group and then you can text them all and say things like, "Hey, everyone, congratulate Joe. Joe just started and he's really excited to be a part of the team!"

Or, you could say, "Hey guys, next Wednesday we're going to be meeting at the restaurant and here's the directions."

The reason I like texting for that is it's guaranteed to get to your team. I'm a big fan of mobile marketing. Some people don't check their email for a day or so, but everyone sees their text.

You can also communicate with your group through social networking. I use a private Facebook group. When someone joins my team, I send them a link, "Hey, join our Facebook group so you can stay connected with the 2000 plus other people on here and you can mastermind. You can ask questions. You can answer questions, etc." And then I send them to my training.

My New Distributor Training Plan That You Can Copy

What does my new distributor training consist of?

You could have a password protected site for your new distributors, but it's not necessary. You should at least have it a video. It could be a YouTube video and it should do a couple of things:

- 1) It should touch on a couple key reasons people usually join your team.
- 2) It should address the most common questions new distributors usually have such as when their kit will arrive.
- 3) It should briefly tell them a little background about you and your story.
- 4) It should tell them what you want them to do next.

I got first exposed to network marketing in 2006. I didn't understand how to do this in 2006, in 2007, 2008, 2009, 2010, or 2011. It took me toward the end of 2012 to understand this.

And, as I say this, please don't be offended by what I'm about to say, just recognize it as reality, okay?

80% of the people in network marketing are not super stars. There will always be that 5% who are all stars, no matter if they go to scented candles or if they go to shakes or juice or gold or whatever. That 5% will always have success. Now, if they don't understand the principles in this audio, they may not have longstanding success, but they'll at least recruit.

But often, when an all-star recruiter creates training, they create that training for other all-star recruiters. So, what happens is other all-star recruiters are attracted to them and say, "Man, his training is awesome" because it speaks to them.



But the 80 per centers are lost in the dust. They're like, "What? What's up?" They're confused.

The 5 per centers want to make \$30,000 plus a month. 15% of people are totally cool with \$1,000 a month. And 80 per centers are cool with \$50 to \$500 a month.

Most training done by all-stars is geared towards other all-stars. If you want to have a business that will not stop, create training that is so simple, anybody can follow it.

So, it is not about teaching the most aggressive NOP hypnosis closings. It is about teaching very simple concepts to the teacher, the truck driver, the school bus driver, the person that hasn't had sales training, the person that isn't super-duper skilled in recruiting. Create training for the 80 per centers.

Now, the all-stars will figure out ways to be an all-star anyway. So, you don't have to worry about them. They'll take care of themselves. But, let me clarify, that doesn't mean ignore them. That doesn't mean don't spend time with them. I'm not saying that at all.

But in your general training, you need to be inspiring the 80 per centers. That's where you need to focus. So, keep it very, very simple.

The Concept of "Adherence" In Your Training

Now, I heard a concept by Tim Ferriss who wrote "The 4 Hour Work Week". He said something very powerful about when he writes a book, the number one thing he looks for is "adherence".

The number one thing he wants is for the person reading the book to adhere and alter some of their emotions and actions based on his book.

So, he doesn't try to create the most complicated tactic that's going to burn the most amount of fat or make you the most amount of money. He looks to give simple concepts that people will adhere to and if they do, they will start the revolution of change.

Look to achieve adherence in your training. If you have an extremely complicated "Get Started" video, you're going to have very low adherence. If you have a very simple low resistance video that teaches them how to get started -very basic – then it's going to be much more successful.

That's huge. If you could understand that, if your goal is just to get them to adhere and show up to events, do that thing and I'm telling you, it'll change your business.



Now, speaking of events, you may or may not agree 100% with your corporate trainings. I found that I agree with a lot of the corporate trainings done by my network marketing company and there are some things I don't agree with. You should be in majority agreement, hopefully, because you want to promote the events. You want to get people to the corporate events.

When Should You Begin Running Your Own Events?

Now, there is a point in time where you get to a certain size and you want to start running your own events and by event, I don't mean a hotel meeting. I don't mean a house meeting or a lunch meeting. You can do all those things all along. I'm talking about a big, blow out production event.

And one of the reasons that you do those sorts of things is one word: CULTURE

I had a mastermind session with Eric Worre. Eric has earned maybe around 18 or 20 million in network marketing. And Eric said, "I have never seen someone make the big money in network marketing that didn't create a culture outside of their company."

Now, by outside, he doesn't mean outside the country you live in. He means a culture inside your team that's unique to you compared with the culture of your company.

And let me be very clear – I am not saying that you should disregard prospecting or recruiting and that, instead, you should just run events and create culture.

If you don't currently have a few thousand people on your team yet, then running large events is probably not for you right now. Get some numbers before you spend time and investments into this sort of thing, but, the reason I'm sharing this with you is because I believe this training would not be complete without mentioning that.

A final point about being a great leader...

My last point in regards to being a team leader and building a team, is there are a lot of great people, great leaders, great talented people who don't make it long term in network marketing because they take their eye off the prize. They are not strong enough to overcome the real fact that often, they are going to want success for the people on their team a lot more than their people want it themselves.

You are just not a good leader if you don't want major success for every person you bring into your company. You should want massive success for every person and hope they pass you up.

This is something I wish every single day. I want someone to come on my team and just blow right past me because that would be awesome. I want more and more stories of people having success...that excites me!

However, a majority of people will let you down. They won't do the actions that they say they're going to do.

Here's a great quote: "*Commitment is doing the thing you said you would do long after the mood to do it has past.*"

There will be people who will come to you and they will swear on your pinkie ring, they will swear on the grave of their father, they will swear up and down that they're going to do this, they're going to blow it up, they're going to pass you up. It's almost the nail in the coffin, when someone in my network marketing company says, "I'm going to pass you up Ray." I can almost guarantee they won't. In fact, I should just make a bet, because to date I would never have lost this bet. My bet would be 60 days later they're out of the company. I don't know why. I can't explain it. **But people that make big promises, a majority of the time, they're going to let you down.**

How To Get "Vaccinated"

The key is for you to be vaccinated.

You need to be vaccinated against this plague...and the plague is: Beating yourself up because someone didn't have success.



You, as a good team leader, are going to want success for them, more than they possibly ever want for themselves. But, if they don't do the actions, then you HAVE to recognize that even though you believe they're not "just a number" in your downline, they're a business owner – it is their choice to not do the actions...regardless of your mentorship.

You can't beat yourself up.

One big tip I can give you to help you avoid the training trap is to give your teammates assignments.

When I coach somebody, I give them assignments. I tell them, "Okay, go out talk to ten people, then call me with your results." A lot of times, I'll never hear back from them.

Special Note: Some trainers will tell you to give your new recruit a book to read & instruct them to read it. While this isn't necessarily bad advice, you want to make sure you're giving your new recruit an assignment that will directly effect their goal – which is to make money in their business. The only way they'll do this is by talking to people...so that's why I give this as an assignment versus something passive like reading a book.

If a new recruit is not willing to do the actions needed to get results, then why should I beat myself up? They're not willing to do the work.

It is so common and natural for network marketers to think, "Well, I just need to be a better motivator. If I was a better motivator then they'd do it."

But the truth is - No, they wouldn't.

You can inspire them by your actions. Inspire them by what you DO – Don't try to motivate them with your words.

Do the things you want them to be doing: Prospecting and recruiting. Keep doing it year after year and you're going to build a million dollar team.

This has been Ray Higdon. I would encourage you, if you're serious about your network marketing business, go through this training audio over and over and over. Listen to the audio & read through this once a day for 90 days. That will allow you to really soak this in and I really hope that you take this information seriously, really get this and you go on to become a top earner in your company. Thanks so much!

About Ray Higdon



Ray Higdon was born in Seymour, Indiana and moved to Southwest Florida in 1989 where he currently resides. Ray is the proud father of two awesome boys, Ethan and Brandon. They are active in boy scouts and about any school fundraisers where the boys get to practice their early on sales abilities. If you wanna see Ray light up, ask him about his kids.

A born entrepreneur, Ray Higdon started his sales career at the age of 12 when he was selling 90-100 airhead candies to his schoolmates, this led to a constant craving for fun and profitable businesses.

When Ray Higdon was 18 he worked 3 jobs, one of which was the night shift at Winn Dixie where he met a manager named Chad. At the age of 18, Ray was searching for guidance and asked Chad what his goals were. Chad replied that he planned on just sticking with the company even though he hated it.

When Ray asked why, Chad replied that he had worked there so long that he didn't feel he could go anywhere and make the same amount, so he would just stay there. **That reply stayed with Ray his entire life. Never would he settle in a place he didn't want to be.**

Ray Higdon and Corporate America

Ray began his corporate life as a project manager for Collier County Community Development Services, which, at the time was the second fastest growing county in the United States, processing about 800 house permits a day. As the project manager, Ray was responsible for the systems and software that ran the county permitting. Ray eventually worked his way to Enterprise Database Administrator, a really healthy salary and, lets face it, a pretty secure job with the county government. But, he was bored out of his mind.

Ray Higdon and Real Estate

Ray grew tired of corporate life, working lots of hours and helping someone else accomplish their dream, at the age of 26, he quit his \$80,000 a year salary job with an insurance company and started his own real estate investment company.



In his first year of real estate, Ray and a partner purchased 37 cash flowing rental units. Being a landlord for 37 rental units in the ghetto of Fort Myers was quite an interesting experience. After kicking out 3 drug dealers and dealing with angry tenants, he decided to turn to flipping real estate. Ray quickly became an expert in the art of flipping houses and marketing real estate online. This led to being featured in the Real Estate Investors Publication (REIP) magazine as an up and comer. Ray flipped over 200 houses with hardly any money down, no credit and no risk. This led to a very lucrative speaking career teaching others how to do the same. In 2005, Ray founded the networking and education group called The Forever Wealth Club. The FWC grew branches into Pittsburgh, Fort Myers, and Morgantown, West Virginia.

For over a year, Ray spoke on the circuit for a real estate investor education group. Twenty-two days a month on the road traveling to San Diego, Chicago, Miami, Phoenix, Vegas, Ray was selling a \$7,000 system in a 90 minute pitch was certainly lucrative but had totally taken Ray out of the reason why he quit corporate America years earlier. He missed his kids. That is when he asked himself a few questions:

“What would you do if you had all the money in the world and money no longer mattered?”

“How would you spend your day whether you were getting paid or not?”

Financial Devastation Strikes

In 2008, Ray’s real estate investment company started to decline. He had grown used to a very high income flipping houses and having rental properties and that all came crashing down. “What’s worse than being broke is having made a lot of money, then to go broke”.

In 2009 things had become so bad that Ray was personally in foreclosure and on the brink of bankruptcy. After going through almost 12 months of depression, Ray got angry and decided it was time to do something about it.



Ray Higdon and Network Marketing

The whole reason Ray ever got into real estate was after reading Rich Dad Poor Dad from Robert Kiyosaki and embracing the idea of passive income or cashflow. Ray thought he found it with real estate rental properties but hadn’t really.

Ray was too soon to get a glimpse of a path that would soon become his passion. In 2006, his good friend and partner Kyle convinced him to join a network marketing company.

Reluctantly, Ray started researching the industry as he was filled with doubts that most people experience about MLM before knowing anything about it. He found that with network marketing you had the possibility of extreme cash flow, ridiculously low overhead or risk and the ability to help coach and grow others. Wow, this was what Ray had been looking for in other industries but had never found it. In fact, he had failed at almost a dozen different attempts at network marketing **until July 15th, 2009.**

Do The Work and Success Follows

From the ashes of depression and personal foreclosure, he had enough. Within 14 days of making this declaration he found his primary company and started working his butt off.

Through the team and leadership of the company he had his first \$10,000 month his fifth month and his first \$40,000 month his 7th month. He has since gone on to become the #1 income earner in the company and the first Ambassador.

Ray's story is testament that anyone can get to where they want to go regardless of where they are currently located.

Now Ray spends his time helping others reach their financial goals using Internet marketing, Social media marketing and coaching them to have a "no-limits" attitude.

Ray works out of his house and spends quality time with his kids doing what he loves to do! **"When you love what you do, no day is actual work!"**

Ray attributes his success to constantly moving and failing forward. Even when Ray had about \$300 in the bank, no one knew his financial struggles as he knew it was only temporary. Ray teaches people that they can live the life of their dreams if they are just willing to suspend their disbelief for an extended period of time and have the discipline it takes to work toward your dreams every single day.



Ray believes we are meant to live an abundant, rewarding and fulfilling life. Ray also attributes a lot of his success to the transformational learning taught by Landmark Education. It was there that Ray realized his whole life had been about proving himself to others. Now, it is all about proving himself, to himself.

To Connect With Ray, Visit www.Facebook.com/RayHigdonPage