

PEOPLE

Circle of life

“What goes around,” says home-based business leader Ralph Keyslay, “comes around”

By Bob Rountree

Southwest Bureau of American Success Stories

Dallas, Texas—Ralph Keyslay was featured recently on a special live broadcast of *American Success Stories* originating from the 100,000-watt studios of KWRD-FM the WORD 94.9.

Mr. Keyslay spoke in a wide-ranging interview which was transmitted worldwide in live simulcast on thewordfm.com. Under discussion was the booming proliferation of what are known as “home-based businesses.”

“The only thing moving faster than the Internet,” said Mr. Keyslay, “is the race toward more personal freedom.”

What does that mean? “People want more control over their time,” he emphasized, “their money-earning processes and their lives. A home-based business is the perfect antidote for an overdose of corporate America.”

Somebody else's dream

And what does that mean? Mr. Keyslay went on, “It means that people are unwilling to spend their entire lives building somebody else's dream.

“Imagine trading the precious hours of life for an inadequate paycheck—sacrificing unretrievable years with our families—only to wind up at the end of it all with a shoebox full of pay stubs.

“Then, after years of such an unfulfilling procedure, we are summarily discarded like so much corporate rubble to ‘retire’ on a third of what we couldn't live on in the first place.

“This is an old-fashioned idea of how life should be lived—and people are no longer willing to stand for it.”

What alternatives are there? “It is possible to gain immediate control by making a strategic decision to plant yourself in more fertile financial soil. I know men and women who are moving from a desert to



American Success Stories: Staff Photo

Ralph Keyslay, speaking about the new home-based business economy, was featured recently on a live broadcast of *American Success Stories*.

an oasis they never knew existed.”

What makes that possible? “People who make it big in a home-based business,” he said, “really care about other people. They realize that people come first and profits naturally follow.”

Helping others

How so? “In the circle of life, ‘what goes around comes around.’ In traditional businesses, the profit motive often obscures the value of people who produce that profit. But, in our home-based business,” Mr. Keyslay pointed out, “people always come first in the sense that if you help people get what they want in life, you also get rewarded in the process.”

How? “If you treat people with respect, if you invest yourself in their training, their sense of fulfillment and help them accomplish their dreams, the results are not only personally rewarding but are accompanied by a financial return as well.”

In what way? “I am committed to building partnership-style relationships,” Mr. Keyslay continued, “and helping those who really want to experience positive changes. We learn together—and the natural result is that we also earn together.

“A solid home-based business is a lot like a crop: Prepare the land. Plant. Water. Fertilize. Harvest. Enjoy. And, because we all work together, it's also a lot like the story of the little red hen. Everybody

helps bake—everybody sits down to eat.”

Personal dynamics

What do you believe is the best way to teach the principles of home-based business success? “In person. You can read a book and learn how to work your computer, but there is a sense of personal dynamics when people get together. Friendships begin to form, trust is established and a sense of personal connection begins to emerge.”

Why is that important? “We live in an age of increased technological isolation,” Mr. Keyslay stated. “Caterpillars may be happy to live in cocoons, but people are seeking meaningful relationships and personal fulfillment.”

You teach a seminar on home-based business success. “So much has changed,” said Mr. Keyslay, “about home-based businesses. At the seminar, people are amazed at how streamlined and simple it is to get involved. An open mind today means an open future tomorrow. Everyone is welcome to attend.”

What about those with no experience? “I teach a system which rewards desire and the willingness to learn—not experience, sales ability, looks or education. If someone says, ‘I want more freedom, more time with my family, more personal

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—Ralph Keyslay commenting on the basic differences between ‘jobs’ and the new style of home-based businesses

recognition, more paid vacations and more fun in my life,” I say, “You have found the right place to get those things.”

How does someone get started in your home-based business? “Just call me and we can set up a personal one-on-one get-together. This is where I get a chance to explain some of the differences in how our new home-based business differs from a job.

More free time

“There are some exciting new changes taking place,” he began to conclude, “in how to accumulate more money in shorter periods of time. It's called, ‘How to cram 20 years worth of earnings into 5—so you can take an extra 15 years off.’ That's always a very popular segment of the seminar.

“If you'll take a personal step toward a more fulfilling future, I'll do everything I can to help you get there as fast as possible.

“The circle of life is all about helping other people realize their dreams.”

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