

The story of Jim Rohn, another of Bestline's vice-presidents, could almost be told through others' opinion of him. Jim travels all over the country giving seminars called Adventures in Achievement.

Three hundred registered Idaho Bank Officers recently wrote Jim:

"... your speech was the highlight of our Twenty-Third Annual Convention... Your timely message and the inspiration it held was a challenge and goal for all of us... We all agreed that evening that we would like to have you back as a speaker again next year."

John Fleming, of Chicago, wrote:

"... Jim Rohn has a quality that few men possess — he makes you realize how valuable you are, how wasteful you can be — how purposeful one should be! He can change your life in four hours!"

Michael Rodetsky, of Tampa, Florida, addressed a letter to Bestline headquarters in San Jose:

"... When I first saw Jim Rohn's Adventures in Achievement, it was in the fall of 1968. At that time I was mediocre securities salesman with an income of about \$10,000 a year. I had always worked hard, but something was missing. I was not achieving what I wanted for myself and my family."

"The day I heard Jim actually changed my life. I heard words like Goals, Time Management, Personal Growth. And for the first time I really understood their meaning. Mr. Rohn spoke of having a direction in life, of making decisions — making a total commitment to something. I decided to take what I heard and apply these concepts to my own business.

"The following year I worked just as hard, but something was different. I was now achieving the results I wanted. In fact, my income virtually tripled. I was offered posi-

tions in my field that a year ago I would have thought impossible."

"I truly feel that if it weren't for a man named Jim Rohn and his Adventures in Achievement, I might still be a mediocre person, and not be on a journey that will lead to true financial independence."

Stan and Meriel Strong, of Flint, Michigan wrote:

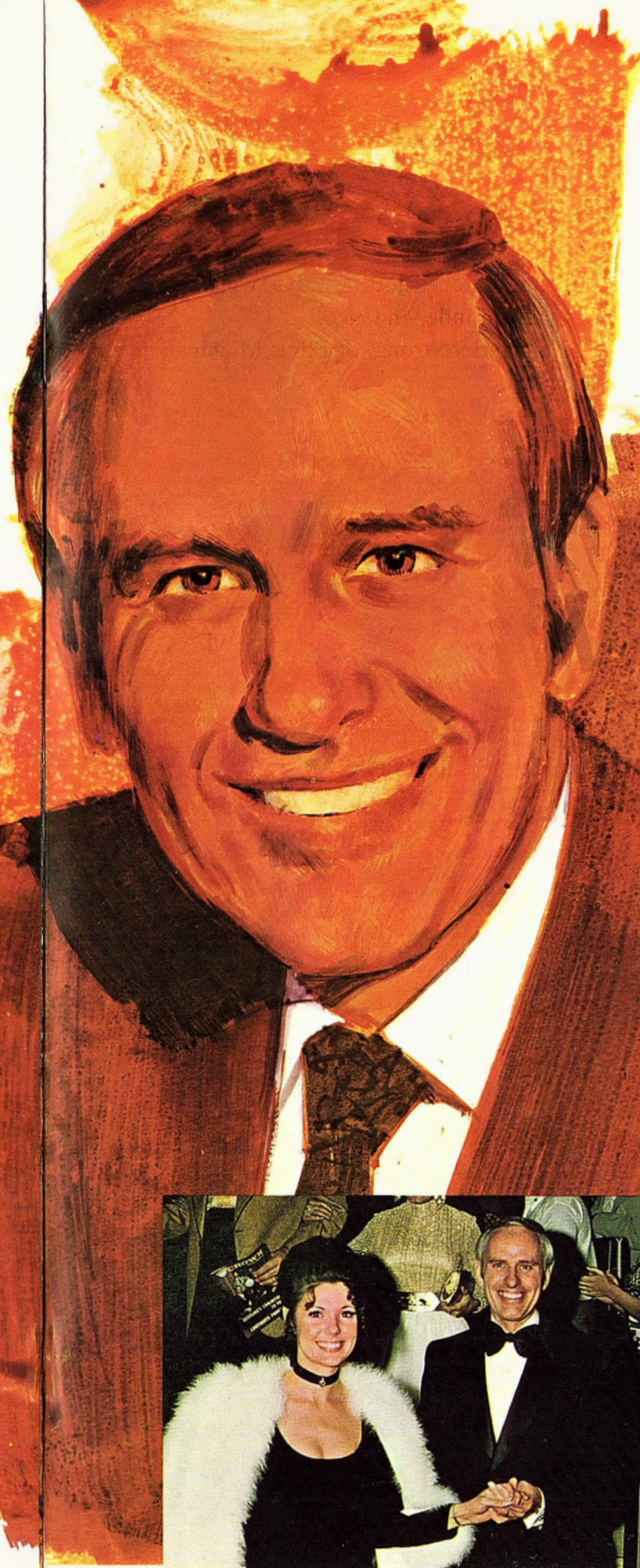
"... Jim Rohn is a speaker that we feel could turn on the world. We felt that in four hours our lives were completely turned around, our goals raised to a level far beyond any we could have ever dreamed before. Our first thought after the seminar was, 'Why can't everyone hear this man?'"

Says Jim Rohn, of himself:

"I owe it all to Bill Bailey. *He* turned my life around. I'm 41-years-old. I have a wife, Judi, and four children. Most of my life was spent as a failure. I suffered from what I call diseases of attitude. They could have killed me. They *were* killing me. I was broke and discouraged. Then, purely by accident, as such things happen, I met Bill. He told me something I've never forgotten.

"'Jim,' he said, 'for things to change, you've got to change. Don't worry about tomorrow. I can tell you what tomorrow will be like. It's going to be about like it's always been. Cold or hot. Rain or shine. The usual banner headlines in the newspapers and on TV. Government scandals, crime in the streets, wars around the world, the stock market up or down.

"'And do you know something, Jim? You won't be able to do much, if anything, about the overall situation. Sure, you can vote, and serve on civic committees and the like. But the same old ingredients will continue to make up your life, as they make up all our lives.



*But you can change yourself. You can make yourself a better person, more valuable to yourself and to others.'*

"Mr. Bailey calls it personal growth. Our company makes soap, and it's a fine product, one of the finest in the world. But Mr. Bailey cares more about people than product. He cares more about personal growth than sales growth. If we can help to build people, he says, increased sales of the product will follow.

"I never heard anything quite like that before — put in those terms. Of looking into oneself for the answer, rather than casting around outside, and trying to fix the blame on the state of the world. Not that this is original with Mr. Bailey. He'll be the first to say these ideas and concepts have been around for thousands of years. But he's been able to put them together, apply them personally, and the result has been private and financial success almost beyond belief.

"I sometimes can't believe what has happened to me, over the past few years. There I was broke, whiling away my time and future in a small town — I was born in Yakima, Washington — and there was the whole wide wonderful world, all around me. And I couldn't see it. I didn't have the awareness. It took Mr. Bailey and the Bestline company to open my eyes.

"I know it sounds pat, like one of those ads or testimonials on self-improvement, but I can't help what it sounds like. It's been the truth for me, and that's what counts."

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