

# CREATING 99 MILLIONAIRES

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Making it Big as a Home  
Service Sales Person



John Akhoian

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Home Services Sales  
Person

John Akhoian

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Created with:  
90-Minute Books  
302 Martinique Drive  
Winter Haven, FL 33884  
[www.90minutebooks.com](http://www.90minutebooks.com)

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Published in the United States of America

180923-01188-4

SKU: 2370000653727

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# Acknowledgment

Many thanks to:

The millionaires created working in and with our company who inspired me to write this book.

Rudy Uribe, a very skillful writer who helped me with the Introduction.

Special thanks to my team- the ones in Mission Hills, Bay Area South, Orange, LA South Bay, LA East, LA North, San Diego, Las Vegas, Tucson, Bay Area North and Sacramento. I'm grateful to work with so many wonderful people

My dad, who died when I was 17 but taught me so much in such a short time, also my mom who suggested I become a plumber after my dad died.

My boys, Andrew and Christian for inspiring me to keep working on myself and to be a great example for them.

Last but most importantly, my wife Tamar, for being my life partner and always making me better at everything I do. I would be half the man without her.

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# Foreword

**By Ara Mahdessian**  
**CEO and Co-Founder, Service Titan**

John Akhoian is the best kind of dreamer. Looking at his own success, he dreams of sharing it with others, empowering them to reach a seemingly unreachable goal; to become millionaires.

When I look at John, I see my father, the hardworking, self-sacrificing tradesman who inspired me to co-found Service Titan. John and I have that in common. His father was also a hardworking tradesman, demonstrating a stunning work ethic every day. Although he passed away when John was just 17 years old, the values he instilled are demonstrated in every aspect of his son's career. Like my own father, this inspiration is a legacy beyond price.

John's company, Rooter Hero, was Service Titan's first client, and we couldn't have asked for a more ideal partnership. Together, we grew our companies to achieve mutual success. We learned a lot from each other, and today I count John as a friend and trusted advisor.

We could all benefit from John's expertise, whether contained in this book or his head. He's been there. He's sat at your desk and walked in your shoes. Like many home service experts, he started small and worked his way up, experiencing and managing explosive growth both as a franchisee and as a co-founder of Rooter Hero, his own branded home service network. He speaks your language and knows the challenges you face every day.

While John is the best kind of dreamer, he's also the best kind of realist. The advice you'll read in this book is firmly grounded in reality and his hard-won knowledge of people. If you've picked up this book looking for feel-good pep talks, look elsewhere. Because while John cares about people and wants them to take their seat among those 99 Millionaires, he also wants them to earn it.

In these pages, John will show you what's holding you back and what behaviors you need to leave behind. He won't pull any punches, and you'll likely confront some hard truths.

You'll read about risk and uncertainty. But inspiration is there, too. You'll read success stories that demonstrate what's possible if you put these best practices into action.

So, if you're ready to make the journey from good to great, the book in your hands is a roadmap, and John is the best tour guide you're likely to find. Take his advice; apply it to your life, your career, your finances and your management style. And then, when you've become one of the 99 Millionaires, you can thank John by guiding others as he has guided you.

# Introduction

## **The Ninety-Nine**

The ninety-nine millionaires took their seats around the banquet room. It had been a year since their last gathering. In that time, some had doubled their wealth and others had tripled it. You could feel the energy in the room during the cocktail hour. There were stories of new homes and new cars. These millionaires worked in one of the highest paying professions in America. They worked in a job most people have never heard of.

Jeremy looked around the room. It was elegant. Crystal chandeliers adorned the ceilings, the walls were marbled with gold inlay, and the stage was bejeweled with trophies and awards.

Jeremy worked for the hotel as a server. He had waited on a lot of wealthy business people since he got his job. As he looked around the room, he got a strange feeling.

He didn't see the typical tuxedos or expensive suits. Instead, he saw sports jackets and a lot of denim. The people in the room were wealthy. He knew that because the sign outside said it was the 99-Millionaires' Dinner.

Normally, Jeremy didn't like the rich people he waited on. Most guests looked down on him for being a server. They treated him with disrespect, and they had an air of entitlement. However, he liked these people. They were kind to the other servers, and they said "please" and "thank you" a lot. These people were not your typical millionaires.

Jeremy noticed that there were ten tables with ten seats each, but the table he was waiting on was missing a person. His table had only nine diners. He wondered why the missing person hadn't shown up.

The speaker approached the podium. He was the owner of the company. Jeremy held a pitcher of coffee in his hands and kept a lookout for anyone wanting a refill. The owner was slight of build but solid. He wore a white polo shirt, a dark blue sports jacket, blue jeans, and white tennis shoes. He put on his eyeglasses and read from a prepared speech.

"Hello, I'm John Akhoian, and I want to welcome you to our third annual millionaires' dinner. Tonight, we're going to share some success stories and enjoy the best food money can buy. We'll also get a few drinks and have a few laughs.

Your spouses are not with you this evening for a reason. We will all get together tomorrow night for another fabulous dinner, but tonight, I wanted you here. Your spouses are either enjoying a spa treatment or getting a massage tonight. They will enjoy an evening of relaxation and scrumptious appetizers, so don't worry about them."

"Tonight," the speaker continued, "I want to celebrate you and your accomplishments. Many of you in this room, like me, don't have a college education. Many of you in this room were living paycheck to paycheck, unable to provide for your families. Now, here you sit with a net worth of over one million dollars, and many of you aren't even thirty-five years old yet."

Jeremy couldn't believe what he was hearing. Most of these people didn't have a college education? How could they become millionaires without a good education?

"Let's start this dinner off as we start every occasion," the speaker said, "with our Code of Values."

The owner's speech triggered strong emotions in Jeremy. How had this man without a college education made so much money? Jeremy thought of his wife and his baby. He was a hard worker earning minimum wage with no future in sight.

He thought back to a time when he didn't live by a code of values. He changed his ways, because he wanted more out of life, and he wanted more for his family. Jeremy listened intently to the speaker. Perhaps, he thought, he might pick up the secret to real wealth.

"There are one hundred seats in this room," the owner continued, "but there are only ninety-nine of you here. There is one empty seat. That means there is room for one more."

The empty seat was at Jeremy's table. He wondered if this was a sign.

"You all know someone who already lives by our values. You all know someone who is thinking of spending thousands of dollars to get a college education. You all know someone who is struggling to provide for his or her family. I am encouraging you to reach out to this person and show him what we already know. If in the next year, we develop more than one millionaire, we will get a bigger room or add another table. There will always be room in this family for anyone with big dreams."

Jeremy dreamed of becoming a millionaire, but he didn't know what to do. He had thought of going to college, but he wasn't a very good student in high school, and he didn't want to riddle himself with student debt. Here he was in a room with average looking people driving nice cars. How did they become millionaires?

“Those of you in this room already know about the five keys and the doors they open. Those of you in this room already know about the six options and how they can make you wealthy. However, the real reason you are in this room tonight is not because you know these things, but because you apply them. It is a combination of knowledge and action that has brought you here tonight.” The room exploded with applause.

Jeremy was dying to find out about the five keys and the six options, but he knew they wouldn't talk about it in the meeting because everyone in the room already knew about them. He wished this event had been a training seminar so that he could learn the secret to wealth.

One of the millionaires summoned Jeremy to refill his coffee cup. “Thank you,” the diner said. These people were polite. They were not ruthless business people. How could they make so much money without being cutthroat? What was this job that nobody knew about? Jeremy had to find out.

## **Preface**

Hello, my name is, John Akhoian. Let me tell you why I'm passionate about helping 99 people become millionaires

My passion goes back to a poster I have on the wall and a quote I heard from Zig Ziglar many years ago when I started my career in plumbing.

Zig said, “If you help enough people achieve their goals, you will achieve your goals.” I thought that was a phenomenal message. Eventually, I put it on my wall.

Occasionally, I must remind myself that I’m here to serve other people, and if I can remember to do that all the time, to serve people and to help them achieve their goals, in return, I will achieve my goals.

Recently we did a “rear-view mirror” look to see what’s happened in the past as we’ve built our brand and our company. We have a handful of guys who became millionaires and a couple of guys who became billionaires. It feels good to help people achieve their goals.

In business today, there is so much confusion it makes it hard to succeed on your own, without a mentor. It really feels like it all boils down to having too much information. I think people are trying to do too much, and there’s something we call TOMS Disease. “TOMS” means Terrified of Missing Stuff.

People are terrified of missing out on something that they didn’t even know was there. In my opinion, it’s the level of commitment to a process, to one particular thing or becoming the best at a particular area in their life that they’re not working on. They try to become great at many things and instead they become a generalist.

In this world, you must be a specialist, and in my opinion, if you become a specialist in, for example, sales in a specific area and you become good at it, you will accumulate enough money to become a millionaire. If you don't become a millionaire it could be you have a spending problem or an investing problem.

One of the things they never teach you in school is what to do with your money, how to invest it, how to save for retirement, that's something that we talk about, quite a bit, in our company. We don't give financial advice, but we certainly recommend different professionals our employees can speak with to help them prepare for life down the road.

### **A Millionaire in the Making**

It's such a life-changing event, to become a millionaire.

Here's the key we teach all the time.

*"If there's something somebody wants to accomplish, I believe you must surround yourself with people who want to help you get there, you must be like-minded and have everyone going in the same direction."*

When I look back on my life, I come from an average or lower-middle-class background, and all my family members and everybody I grew up with had the same mindset.

We had created belief systems that were going to prevent us from ever becoming wealthy in our lives.

When I got a chance to spend time with people who were thinking on that “millionaire mindset” level and were already creating that wealth, it became easier and easier. I think what prevents somebody is their current environment; where are you hanging out, who are you hanging out with, and who are those people hanging out with?

I was in a meeting with one of our managers, and it’s funny because he was talking about the Top 10 Traits of an Eagle, he said, “Don’t be a turkey.” If an eagle is hanging around a turkey, he’ll think that he’s a turkey. He won’t be able to fly anymore. Knowing that you’re an eagle, you must hang out with other eagles, so you can soar as high as you want.

The important thing when you become one of our 99 millionaires is that you’ve set a goal for yourself, and you’ve achieved that goal. You’re able to provide things for your family that you probably wouldn’t have otherwise, so there’s a real sense of accomplishment in getting to your goal. That’s something our company does. It works with you and helps you and motivates you so that you can get to that finish line.

My hope for this book is that I will be able to educate you on the foundation of being one of our 99 Millionaires. May you be inspired to Know, Think and Do the processes I will share with you and in the end become a better version of yourself.

# Chapter 1

## Don't Waste Your Time Reading This Book

Only 5% of Americans make it to the top. If you're reading this book and you don't like sales, let me save you some time.

Give this book to someone who likes selling.

If you're reading this book and you don't have a strong work ethic, let me save you some time.

Give this book to someone who isn't afraid of work.

If you're reading this book and you don't want to become a millionaire, let me save you some time.

Give this book to someone who doesn't believe that money is the root of all evil.

If you are still reading this book after what I just told you, let's talk.

I'm looking to hire people with a winner's attitude. I'm looking to hire people who will do what it takes to satisfy our customers. I'm looking to hire people who understand that selling is nothing more than educating a customer and having him or her feel confident that you will deliver on your promise.

The millionaires you read about in the Introduction are channel leaders for Service Heroes. If I don't think you have the potential to make six figures, I won't hire you for that position. I'll put you in a lower paying position where you can learn and practice and principles that can make you six figures. When you're ready, I'll give you another chance.

All my channel leaders are driven to provide for their families. All my channel leaders do exactly that. They lead, they teach, and they sell. All my channel leaders live a life others can only dream of.

As you get further and further into this book, you'll meet some of these millionaires, and you'll hear their stories.

You'll learn why most people never become wealthy. You'll find out how being uncomfortable now can make you comfortable later. You'll learn what a channel leader does and why he makes the money he does.

At the end of this book, you'll learn the action you need to take to contact me and interview for the position. You may not know it yet, but this book is life-changing when the right person picks it up. Are you the right person?

## **Do You Need A Degree?**

I have done a lot of research and I want to share some of that research with you. I looked up the highest paying jobs in America in an article from *Money Watch* on August 15, 2018. I was going through it. Number one, it says, is a position at \$195,842 and then the list keeps going all the way down to data scientist at \$96,116. I think our society is geared towards believing that the only way you can become wealthy is to go out and get a white-collar job and become a doctor, lawyer, or something of that nature.

That's not what I've found. I have a lot of people who haven't done 5 to 10 years of schooling come into our company. I'll share some examples of a guy who's about to earn a million dollars a year who doesn't have a degree. He came in as a laborer into our company, digging trenches. This year, he's going to complete the year earning somewhere in the mid-\$600,000 range, and in the next couple of years, he wants to get up to a million dollars a year. We have a road map charted out for him to be able to do that. Most people don't believe that's even possible in the Home Service Industry.

Here's the thing, if you believe that you need to have a steady paycheck every week, knowing exactly how much you're going to be earning, then you're probably wasting your time by reading this book.

This book is about unlimited income. If you're stuck in that box of "I need to make a \$1,000 a week," or whatever it is, it's probably a waste to read this, but if you're open to making three, five, \$10,000 a week, then read on. If you don't have that mindset, you're probably going to waste your time.

### **Strong Work Ethic Needed**

I want to share a story about how I created my strong work ethic from my childhood experiences with my father and why I believe a strong work ethic is a part of becoming a millionaire.

When I was young, I was growing up with my brother, and my dad was a truck driver. The example we had from our dad was, "Man, our dad works hard!" He would leave on Sunday evening to go early morning Monday to pick up a load, or he'd already had a load picked up as a truck driver on, let's say, Saturday from a factory and then he would leave Sunday, and we wouldn't see him until Friday night most of the time.

He'd be back, and he'd have Saturday and Sunday that he would spend a day and then he'd be off again. He would disappear with his 18-wheeler, and the day that he would come in, my dad and my brother and I used to change the oil on this 18-wheeler all day on Sunday, every Sunday. It was our chore on Sundays, and we'd do it with him. That was the time we'd get to share with our dad. He portrayed to us, as young men, this hard-working man. Eventually, when we grew up, we said, "This is what we have to do as well." I think my brother, more than I, probably spends 80 hours a week working.

What I'm talking about on work ethic is having that commitment level to *apply your skills to one thing* and work, if needed to accomplish your goal. Sometimes, you don't have to work a lot, but you do have to work smart, and you do have to get better at what you're doing.

For example, I was talking to one of our technicians, he's one of our sales people, and he said, "John, I want to be one of the millionaires. How do I become one of those millionaires?" I was sharing examples of this one gentleman who works in our company who has a very high commitment level. I said, "What he does is focus on becoming the best." I call him a channel leader, and he focuses his skill and effort on doing this one thing and doing it so well that he's the best at it.

I told him, "If you want to become a millionaire, you have to have that laser focus and commitment as well."

He replied, "Exactly, that's what I want to do." Later on in the conversation, he started telling me about doing handyman service on the weekends or wanting to open up this handyman company to do painting and all of this. "Hold on a minute," I said. "You want to be one of those 99 millionaires, right?" He said, "Yeah." I asked him, "What do you want to do? I mean, do you want to be this high-intensity salesperson, or do you want to be this handyman who's going to go out there and take care of the handyman work? You can't do both and be the best at it." You must do one or the other.

If your commitment is to become the best handyman and that's the road, you're going to take to become wealthy, then you must get out of what you're doing here and apply yourself 100% to that. If you want to travel the road I talked about, you must come in here and give your 100% over here. You can't do both. You can't have one foot in, one foot out and expect that to pay dividends because it won't.

I think that the strong work ethic, the strong commitment level to the process, to the company, to what I'm talking about doing is what's needed to get to the point where you're going to be one of those 99 millionaires. That applies everywhere in everybody's life.

I shared this example with him. I said, "Let's say there's this husband who said, 'I want to be the best husband in the world. I want to be the best husband my wife can have in the world.'"

However, on the weekends, he has a girlfriend, he's seeing somebody else on the side. Monday through Friday, he's saying, "I want to be the best husband," but he's doing something contrary to becoming the best husband. That's like an analogy I used at one of the meetings.

"You can't be the best when you're moonlighting on the side. You can't. You have to be 100% in, and you have to give it 100% to become so good at what you do that you can, eventually become one of those 99 millionaires."

# Chapter 2

## Most People Will Never Become Wealthy

There are a lot of reasons why somebody won't become wealthy; part of it might not be how much they earn.

I want to share a story about someone I'll call Billy.

I had a guy who worked in our company, and he was an incredible sales person. He was a great plumber, a great salesperson. I'd see him getting the 10- or \$12,000 or \$15,000 check on Friday, and then, Monday comes along, and Billy would call me, or I'd get a call from one of his managers who would say, "Hey, Billy needs an advance on one of these jobs." I would be baffled, saying, "How would he need an advance on Monday when I saw his check, and it was \$15,000 on Friday?"

I mean, only two days had passed by. There's no possible way that this money could have been spent in that short amount of time, but it was. It didn't matter how much he made; he was always broke.

In this case, I had put him through what I call a PEP class, Partner Enhancement Program, where we play these games. Robert Kiyosaki has this game called Cash Flow 101. There's a board game called Monopoly and all these other games out there which teach you how to invest your money and not blow it. He's never made it to one of those classes.

He just never made it, and I had talked to him so many times, "Hey, you need to come and join this class. You need to come and see what we're doing in here," but he never wanted to do it. In Billy's case, he had a spending problem. He was a great earner, but he had a spending problem. I think that is one of the biggest problems that will prevent you from becoming one of the 99 millionaires.

I once heard Motivational Speaker, Brian Buffini share the following story:

"I knew a ninety-five-year-old man who was married to his wife for seventy years. He was a sweet, little Italian man who was a janitor for the San Francisco school district. The most he ever earned in any one year was \$27,000.

His grandson, who is a financial advisor, said that when he passed, Gramps left an estate worth 9,200,000 dollars.”

How is this possible?

**The first principle** is the man spent less than he made.

**The second principle** is that he took the surplus and he invested it.

As a janitor he bought little pieces of real estate in downtown San Francisco, since he was a handyman, he maintained them. He then took the little properties and parlayed them into larger properties and then took the larger properties and parlayed them into an apartment building. Then he turned the apartment building into two apartment buildings. Over time the property he owned was worth millions, and he owned them free and clear.”

“The man knew how to handle money. He was worth 9.2 million dollars, and he drove around in a little white truck. He was a millionaire. He could have bought a Tesla, but he didn’t, he just drove around in a little 20-year-old white truck. The only way you will ever have financial freedom is to spend less than you make.”

## **Here's the Hurdle**

One of the challenges you'll encounter, when you start earning four to five times the income you're used to making, suddenly, you notice a lot of toys that were never in your vision before. You notice boats and cars and other things that don't necessarily bring you a return, and again, you start spending and having a good time. At the end of the week, that money is gone. You may have a new toy, but you haven't paid the mortgage yet. There is a danger there, as well.

Again, I work with our people to talk about delaying gratification a little bit. Don't get intoxicated with the money that you're making and start spending it.

Here's another reason the strong work ethic is necessary.

I don't know about you, but for myself, and I'm pretty sure most people are like me, if I'm at work, I'm earning money. On my days off, I'm usually spending money. That's why it's so important to know that the more time you take off, the more chances you have to depart from your money. Those are the times my wife calls me and says, "Hey, we have to go shopping for new furniture. Andrew needs a new couch, or he needs a new bed because he outgrew his bed. We have to go buy one." I think, "Man, I should have been working today."

*Do you have a receiving problem or an earning problem?*

Most people with an income problem tend to have a spending problem. We live in America with advertisements everywhere. Everybody wants to convince us why we should buy their product. We've become a society that's so good at selling by getting in people's minds and making them think that they need certain things that they don't have, that people get obsessed. We've become very big consumers, and in my opinion, great salespeople are also great consumers.

They wouldn't be great salespeople if they weren't great consumers. It's having the natural balance of understanding what's important and putting those priorities first.

In these PEP classes, we talk about what portion of your income needs to be dedicated to rent or living expense. What portion should be dedicated to long-term savings? What portion should be put into retirement accounts, 401Ks, and all of that stuff and all the benefits of doing that? Then, we talk about having a rainy-day account, putting a little bit of money away, in case you have those rainy periods. I like to see about three months of your living expenses in the rainy-day account.

It gives our people the ability to create budgets and how to abide by them and, at the same time, be able to go out and treat themselves as well.

If they've done a great job and they're looking at that new car that they want to buy, they're not restricted from that, but understand there are priorities and understand the needs and the wants and the difference between the needs and the wants.

I think what happens a lot of times with high performing salespeople is their wants turn into their needs. They think they need something, but they don't. They want it.

### **Overcoming Limiting Beliefs**

I have a program to help our employees change their mindsets, it's our PEP program. A lot of people have limiting beliefs: "I can't do this because..." Fill in the blanks: I'm too short, I'm too tall, I'm too fat, I'm too thin. There are many reasons. I had a technician come to me once and say, "I'm not a good salesperson because I'm too young. When people see me, they think I'm 19 years old, so even though I'm not, I appear too young." I said, "Well, at what age are you no longer too young?" He didn't have an answer for me because that's a limiting belief.

The truth is it's all in your head.

It's all in your confidence, your ability to be able to persuade people to do the right thing to solve their problems. It had nothing to do with age, but that's limiting. There are some people who feel they aren't entitled to earn certain amounts of income because they don't have a college

education, and they shouldn't be able to earn what other people earn, who spent seven years going to college, spending all this money. They're crazy beliefs, but we all deal with them.

Part of our PEP training is to realize that it's nothing more than an electrical impulse in your head that's leading you to this and there's no basis in reality. The truth is you can go out and do whatever you put your mind to, but it's getting that mind aligned with your goals and setting your goals high enough to reach for them a little bit and then go and get what you want.

I cover a lot of that in our TNT and boot camp training as well, where we talk about getting your mother out of the truck. Some people have their mothers in the truck with them, telling them this or that. These are all beliefs they got passed on to them through generations, but they're all myths. They're all self-limiting beliefs that have shaped the way you see the world, I talk about the beliefs and some of the things that high performers tell themselves. What are their belief systems as opposed to yours, and what is the difference between them? I believe it's the mindsets that carry them to the next level.

# Chapter 3

## Starting Your Own Business Won't Make You Rich

You often hear having your own business is the American Dream to get rich. However, *starting* your own business won't make you rich.

The statistics say nine out of 10 businesses will fail in the first five years. I think the reason for 95% of the businesses that fail in the first five years is people go into business for the wrong reasons. Somebody wants to get away from their boss. Maybe you don't like your boss. The only way to get away is to be your own boss.

However, getting out of that structured environment makes things even worse. Most people create some bad habits. There's no accountability at that point.

Nobody's looking over your shoulder, telling you what you're doing could be done better. Eventually, you start earning less and less, and your business eventually fails.

We buy home service companies and a lot of the reasons people aren't making it is they haven't created those disciplines and habits early on, and they're going into business for the wrong reason. They're going into business to become their own boss, but being their own boss is the reason they're failing.

I think the statistic for the businesses that survive is only half of those make it beyond the five years. Out of the 95%, the other half made it disappear in the five years past that, which also goes to tell me that doesn't mean, if you've made it past the five years, that you're going to survive the next five.

Again, it goes back to the same thing. Most people are not surrounding themselves with the proper mindset. They isolate themselves from the world, and then the world becomes their competition. Then they're competing, and when you're competing, you're failing. In my company, we talk about collaboration instead of competition. We talk about, "Hey, if you're great at what you're doing, how do you combine that greatness with somebody else, to collaborate with them to become even better?" I think it's about teamwork and that's one of our values.

Teamwork is working with other people and then finding your unique ability and applying it with other people who have unique abilities different from yours. When you combine them, you become a team of people collaborating and creating something bigger.

People who start their own businesses, at least in our industry, many of them don't have business experience. They've never gone to business school or any of that, and they suddenly realize that there are a lot of taxes that you have to pay. There are employees that you have to pay, worker's compensation, insurance, insurance on all your vehicles, insurance on the tools. They don't realize these costs. They see it as something very simple, like running out in their own van where they think the overhead is low, but it's not, certainly not if you're going to be a successful business. They don't know how to juggle or how to handle these, and at the end of the month, usually, there's very little profit left.

A lot of these business owners don't pay themselves a salary. They don't think they can afford it, so they wait and see what profit is left at the end of the month, so they can have a little something. The truth is their employees, in many cases, are earning more than they are. They're not prepared for that, because they've never been schooled in it. What appears easy, once you jump in, isn't always that easy, so a lot of people don't know what they're getting into, that's why they don't make it.

*When you are fixated on the reward you forget the risk.*

When you go through and think about the risk factor of starting your own business, versus the reward, I think there's a lot of work that needs to be done in the beginning. You have to wear a lot of different hats, and it's very difficult to become a generalist and be able to do everything the business requires you to do.

I talk about that, too, becoming the generalist. "Hey, right now, I'm going to be the call center person and answer the phone," and "Oops, let me change the hat. Now I'm the plumber; I have to go take this call." Then, after that's done, "Well, I have to do some bookkeeping," and, "I have to be the quality control guy, and I have to do this," and "Hey, I have to meet the insurance guy to do all of this stuff and do that stuff."

I think it becomes a cycle where you can't be great at what you're doing when you're trying to do everything. A lot of times, you have to look at the risk versus the reward. I have many people working in our company. One of our most successful operations leaders who have equity in this division now, running one of the most successful branches, had his own business and we talk about that a lot. He said, "Boy, you know, that was something that was very difficult, to try to make the phone ring, to become the marketer, to become the salesperson, to become the guy in the trenches, to become this and that."

He said, "It's overwhelming, and you can't be great when you're overwhelmed like that." Now he's doing one thing, and he's doing it really, well. He could see dividends coming back because of that over and over again.

## **Risking Capital**

The risk also involves capital. If you're going to start your own business, you have to put some money into that business. Some people will take their life savings and put it in, hoping to strike it rich and make it big, but hope is not a good business plan.

A lot of people don't realize that, in our industry, as a home services salesperson, there is no risk. You don't put any money in. You put in some sweat equity, go to classes, learn how to do things right, which we'll provide at no cost to them.

And I pay you while you're going through it.

At the end of the week, you make a paycheck, and there was no risk to you. Do you want to put in \$100,000 and hope that you can make it as a millionaire someday, or do you want to come into our industry and put in nothing with that same opportunity to make that same million dollars? I mean, it's a no-brainer, right?

# Chapter 4

## Success Stories

### **From Laborer to Millionaire?**

I have a guy named Frank who has been with me for a short period of time. He started as a laborer. Frank moved up quickly from digging trenches and doing some labor work to getting into a truck and becoming a plumber. He was passionate; he loved what he was doing. Shortly after that, Frank became a sales person, and he was somewhere in the middle of the sales force, doing well. I sent him to a one-week training course, and coming out of that training course, he got back and applied a lot of the principles that were taught in that class. From that point on, he hasn't looked back. This is the individual I'm talking about now who is budgeted to make a million dollars a year.

This last year, he earned in the mid-\$600,000s, about \$650,000, and in the next two years, we have no doubt that he's going to be earning one million dollars a year as a plumber. Yep, that's with no college degree, nothing.

I'm not exaggerating; this is all taking place with no college degree, nothing, no money out of his pocket, all the education, all the support, all the team that was built under him. Everything has been done with the collaboration all the resources that we provide. All we ask of you is to focus on the three areas we train on, which are leading your team, teach your team, and get out there and make some sales. That's all it takes.

### **Our Most Unusual Success Story: The Model Turned Channel Leader**

This is George's story. George was a top male model in magazines, clothing, shaving utensils, and he loved what he was doing. It was extremely glamorous, the pay was good, but he realized that it was a short-lived career. You don't have your looks forever, and he was looking down the road at an opportunity where he could earn similar or better income and have a job for life and be able to retire wealthy.

He came on board with us knowing nothing about plumbing, energy efficiency, heating or air conditioning. He was a good-looking gentleman, very charismatic. Our customers love him to

death, and he is doing extremely well. He hit a rough spot a couple of months ago where he had some challenges, and so he came to me and said, "Can I spend a week with Frank?" That's the guy we talked about, making this \$600,000. He says, "I'm in a little bit of a slump. I need to get out of it," so he went and spent a week with Frank, saw what he was doing, got re-energized, and came back. He's doing fantastic with us again. He's completely committed to us now and has given up the modeling career altogether.

### **Our Funniest Transition Story**

You'll love this story, from blowing up balloons to \$250,000 a year. I had a gentleman named Mike. He was 17 years old with a baby on the way, and he was working at a party store blowing up helium balloons, trying to provide for his family. Making minimum wage, he would certainly not be able to do that. He got a job with a plumbing company, not us, and said, "I want to learn to be a plumber." They put him with the meanest, nastiest trainer they possibly could, and Mike almost quit, almost gave it up.

I think they wanted him to quit but he didn't. He stuck it out, and he learned the plumbing industry. Mike is another charismatic gentleman with no degree, he was 17 years old, had a child, he learned plumbing, and then he came with us. I put him into a channel division where he made over a quarter million dollars a year.

That's personal income in his pocket, and, again, he cannot believe the difference that this industry, this career did for him and his family. He now has two children and enjoying life.

He's a great example of going into the industry and almost getting out because he was in the wrong place. This goes to show that your environment is so important. If you end up getting into this industry, and you go into a business where people are trying to make you fail instead of allowing you to succeed, it's possible you could get the wrong taste in your mouth.

He could have given it up altogether, but again, I want to emphasize how we are a company full of collaboration. Our goal is to help people become better and take advantage of the resources that are around them.

The model went to ride with somebody to get his head straight. That stuff is happening all day long in our company. People need help, and everybody's throwing out a helping hand. "Come on. We'll give you a hand. We'll help you get over here. Don't worry."

I think it goes back to who you are surrounded by. Are you surrounded by people who are trying to push you down or people who are putting you on their shoulders to lift you up?

## **Our Mission**

The title of the book is *Creating 99 Millionaires*. I've given you a couple of examples here, but I certainly have more than that. I have maybe ten millionaires in the company who have become millionaires because of the company. I have two who became billionaires by associating themselves with our company. My goal is to take those 10 individuals and multiply it by 10.

I want to create 10 times that in the next 10 years. That's our focus: to attract, retain, and help as many people as a hundred to help them achieve and say, "Hey, I'm one of the 99 millionaires."

# Chapter 5

## The Role of a Channel Leader is to Build and Motivate

At this point, you've been reading this book and you are probably excited about these opportunities, but the question in your mind is, "Well, what is this job? What do I do?"

I touched on this a little bit, leader, teacher, salesperson, you must fill those three roles, but you have a team of maybe five to six individuals working with you. There are the plumbing technicians. You support them, you motivate them, and you keep them pumped up. When the techs are working in a home; they'll call and ask you to come out and assist them with a camera inspection to make sure everything is running properly. We don't want to offer our customers a remedy; we want to offer a solution

As a channel manager, you go out, you run a camera, you inspect the work, and you make sure the job is done properly. If you discover other issues while you're there, you let the customer know what those issues are, and you present them with options to We present options to our customers. Even though I call it a sales job, there is very little selling. There are no high-pressure sales. It's more about educating our customers.

We emphasize educating the homeowner and giving them options on how to solve their issues. That's what they do. I like to look at the teaching role as not only teaching your technicians, but also teaching your customers on the plumbing system, why it failed, and what you can do to make sure it doesn't fail in the near future to protect their investment.

Service Heroes offers complete home services. We help our customers with plumbing issues, heating and air conditioning needs, and energy efficient windows. As a home services salesperson you can earn unlimited income by helping our customers save money and enjoy their homes for years to come. The next key, "get in front of as many customers as possible," simply means that you can't earn a million dollars a year sitting at home on the telephone talking to your customers. You have to go out and see them. As a channel leader, you go to their home, you see what the issue is, and you offer them solutions to fix it.

It sounds crazy that a job pays that money, but it does, because it takes a special person with drive and commitment and people skills to be able to go out and present these options.

I have learned that having somebody who shows up, to educate our customers on what's going on under their homes calms a lot of fears. It's easy for the customer to feel a lot of insecurity and mistrust when you have somebody coming in, digging around, and you don't know what's happening.

You don't know why it's happening or if it's going to be fixed, and then the technician just usually leaves. Sending out our channel leader helps develop trust, and the relationship turns into a hand-holding situation.

I talk more about this trust relationship in our other book called *The Five Keys of Successful Selling*, and trust is certainly one of those. It's so important that the client trusts that the plumber knows what he's doing, and that he's going to do the right thing.

### **There's Enough for Everyone**

I think the next thing is to understand the difference between competition and collaboration. I want to emphasize on that a little bit. We teach this in our class. The only person you should be competing against was your old you.

Your new you needs to be better than the old you, and as you're becoming better and better, you will start seeing your income getting greater and greater.

The collaboration is working with your team, working with other teams, and collaborating with them to help build something bigger. We all learn from each other. Early on in the book, I was talking about how eagles soar. They help each other elevate to higher levels, and that's what we're working to create, an environment of people who are collaborating with one another and helping each other get to higher levels.

We teach our channel leaders to work from an abundance mentality. You don't need to take from one of your co-workers in order to succeed. There is more than enough for everyone, and this company certainly invests a lot of money in marketing to make sure we have enough calls for everyone so we can have that collaboration.

Certainly, we compete with each other. We have contests, and some guys would call each other and say, "Hey, this is what I'm going to do. If you think you can beat me..." There's certainly friendly competition, but never does one try to take from another to make themselves look good. There is plenty out there for everyone, we really stress that in the company.

# Chapter 6

## The Benefits of Becoming a Channel Leader

I spoke about this a little earlier, but I really want to emphasize it here.

We provide pretty much everything you need, from training, the equipment, the truck, the uniforms, the team, and even the calls. We provide the leads. There's no need for you to get on the phone to generate your own leads.

This is not a multi-level marketing scheme where you say, "Hey, go sell our product to your friends and family and bring them in so they can sell it to their friends and family." We're none of that. We're doing everything we can to provide all the resources you need to become very successful. It's a resource-rich environment.

On top of that, for the 99 millionaires, I've outlined some specific ways we're going to help them become one of the 99 millionaires. One of them is to give them an opportunity to earn one million dollars a year or more. If somebody doesn't become a millionaire within a few years, four or five years, then they have a spending problem. If someone's making a million dollars a year, before taxes, let's say you take out the taxes and everything, and if they don't become a millionaire within a few years, then they haven't put their money in the right place. That's one way my company is rewarding them.

The next way is helping them create the principle, the saving, and the mentality of millionaires on how to become a millionaire, not only earning it but what the people who are wealthy do. From the PEP classes that I've done in the past, which we're doing again in the future, to the saving and investing and putting your money into 401K, long-term savings, short-term savings, rainy-day funds.

On top of that, I'm giving them profit sharing, a piece of the pie, and on top of the profit sharing, for a group of people who are going to be operating at a high level, we're also offering them phantom stock into the company so you can actually, one day, if we ever do sell the company or be part of a big transaction that happens, you get a piece of what you've helped create.

This is all stuff that we're doing, not to mention that we have these celebrations we do that we call the Champion Club. The Champion Club is something that I do for our elite people here, where you get a Champion Club ring, which looks sort of like an NFL or NBA ring when the guys win the championship game.

I put rings on people; we put diamonds at every different level you get too. Whoever earns a ring gets to take a vacation with the group of people that earned the ring. We take them either to Hawaii or Cabo San Lucas or whichever destination that we talked about visiting the previous year.

We go out, we celebrate together, and then we come back and work hard together again. It's not only the fact of being able to become one of the millionaires, but it's also going out to places and collaborating and celebrating with like-minded people who are going to help you become better. The last Champion Club celebration that we did was in Cabo San Lucas, and the conversations that were taking place in that room were incredible.

I had one of our channel leaders who was talking about how he made a fortune investing into certain stocks and what he did with his money while other guys were learning and taking notes and saying, "Hey, I'm going to call you when I get back. Are you going to help me do this?"

There was this conversation going on with guys who were talking about what to do with this money that they're earning to help them earn more. I think it gives access to a lot of like-minded people collaborating to help each other become millionaires.

They get a company truck. The company pays for their gas. The company pays for truck maintenance. They get a paid vacation. I touched on the 401K with a company match, not a lot of companies will do that. They get a \$10,000 high definition tour inspection camera. That is the tool that can make them millionaires. These cameras, aside from being expensive, will show the customer, the customer can look inside their sewer line and see what the problem is. It's completely transparent. They also get a team that's fully equipped.

Some of the guys are driving \$30,000 to \$40,000 trucks. The company is investing hundreds of thousands of dollars into this team that the channel leader is going to lead, and he gets the benefits of all this. What he reaps from this is a fantastic income, but he has to help his people earn money by going to the job site and selling for them. It goes right back to the quote from Zig Ziglar, where he is telling us the more we can help other people reach their dreams, the more easily we're going to reach our own dreams.

If you're focused on helping your customer and helping your team succeed, you will automatically succeed.

If the focus is on you, it's not going to work, and again, I'm not looking for people in that area. This is almost like setting a channel leader up in business. I provide everything. In a sense, you're running your own little business, but there is no risk to you whatsoever, and the rewards, as we mentioned, \$600,000 to one individual and many, many others making over a quarter-million dollars a year.

If you feel like this is an opportunity you would like to explore and learn more about then go to: **[www.Rooterhero.com/careers](http://www.Rooterhero.com/careers)**

You will be sent to our recruiting page where you will be directed to take a survey called a ***Culture Index***.

Our recruiter will reach out to you.

The recruiter's phone number is **844-311-5940**.

After our recruiter talks to you and determines that you are a good fit to be one of our Potential 99 Millionaires, one of our top executives will get on the phone, and have a quick conversation with you.

# Get a Jumpstart on a Career in Home Services and Retire Wealthy

Why incur \$100,000 in school debt only to find out you aren't that passionate about your major? Why struggle in a dead-end job when you can secure a great future? Don't waste eight years of school when you can do it in eight weeks. Don't spend another day earning minimum wage when you can get paid to learn a new career. The perfect opportunity is out there waiting for you.

This is where Service Heroes can make a significant difference in your life and the lives of your family. If you have the right attitude, and the drive to succeed, we will help you learn the home services industry, and we will do what we can to help you become one of our 99-millionaires.

**Step 1: Go to [www.RooterHero.com/careers](http://www.RooterHero.com/careers)** and take our Cultural Index. This online program will highlight your strong suits and tell us what career fits you best. Then you will jump on a call with our recruiter to see if you are a good fit for our Potential 99 Millionaires. If you are a good candidate, you will receive a call from one of our top executives.

**Step 2:** We will do a thorough background check, and have you take a driving test and physical. These tests will determine whether our insurance company will accept you.

**Step 3:** If all goes well, we'll hire you and get you started in the very next training class. You will get paid to train with some of the best people in the industry. You will gain invaluable hands-on experience. And you will learn to solve our client's home service issues with confidence.

So, get a jumpstart on a career that will provide you with the security and lifestyle you've always wanted. Go to **[www.RooterHero.com/careers](http://www.RooterHero.com/careers)** and take our Cultural Index and we'll take it from there.

# Epilogue

Jeremy gained the courage to speak to one of the guests. He told him he had a new baby and he wanted to provide the best possible life he could for his family. He mentioned he didn't have a college degree, but he was a hard worker, and he had the desire to succeed.

The guest smiled and handed Jeremy a card. Follow the instructions on this card and someone from Service Heroes will be in touch. If we determine that you have what it takes we will schedule an interview. If we bring you on board I guarantee the company will do everything in its power to help you fulfill your dreams.

Jeremy thanked him. He had plenty of dreams. He wanted never to worry about his next rent payment. In fact, he had dreams of buying his own house. He wanted a car that wasn't breaking down on a regular basis.

These were simple needs, and he wanted much, much more. He wanted to travel the world, spoil his wife with nice clothes and jewelry. There was so much he wanted out of life and this fortuitous meeting with the 99-millionaires had given him the opportunity to pursue his wildest dreams.

Jeremy filled a guest's coffee cup, and thought someday he would be seated at this banquet table and others would be filling his cup.

## **Get a Jumpstart on a Career in Home Services and Retire Wealthy**

If you are looking for a job that pays in excess of \$300,000 a year and more that doesn't require a college degree, you need to read the 99-Millionaires.

The student loan debt in the United States is currently at 1.5 trillion dollars. The average unpaid loan is \$37,000. Many of these college graduates are working in fields unrelated to their degrees. The median household income in the United States in 2018 is \$61,175. This is not an individual's income, but the combined income of people living in a house.

This book tells you about a job where you can earn \$75,000 in the first three months of the year and most of all how to multiply it and become a millionaire. This job requires no college degree and comes with benefits.

What's the catch? This is a sales job. If you are a good communicator, willing to put the effort, determined to succeed and you aren't making \$300,000 a year you need to look into setting up an interview with Rooter Hero Plumbing. The title of this position is "Channel Leader." Most people in this country have never heard of a channel leader, but the job exists.

**See our video at  
[rooterhero.com/99millionaires.com](http://rooterhero.com/99millionaires.com)**

A Channel Leader provides our clients with long-term solutions to their plumbing problems. That's pretty much it. And, for helping our clients, you can make upwards of \$300,000. We have a few success stories in this book. When you're ready to make the commitment, call the number on this page. We'll conduct a short phone interview, answer a few of your questions and let you know what your next step is.

**Call  
(844) 311-5940**

**And let them know you want to interview  
for the Channel Leader position at Rooter Hero Plumbing.**

