

# MILLION DOLLAR INTERVIEW WITH DARIN KIDD



Network Marketing Pro®

Eric: Hey everybody. This is Eric Worre and welcome to Network Marketing Pro. I'm here with Darin Kidd. Darin, how are you doing?

Darin: I'm doing great.

Eric: Darin has come to share some ideas with us. Darin is just this close to being a Million Dollar a Year Earner. He's ready to shoot through that barrier and go to the next level. But I believe that success leaves clues. I believe that influential people in the network marketing profession, we can all learn from – from their ideas, from their failures, from their successes, from their experiences. So today, we're just gonna hang out.

Darin: Sounds good.

Eric: And talk for a little bit. So why don't you share a little bit with me of your story prior to network marketing. Where'd you come from?

Darin: Well, I live in a little town. I think we're up to four stop lights, so we have 1,500 people in our town. Let's say, 10,000 in the county, Appomattox, Virginia. So growing up in the country; went to college, made it for about a year and a half. My mom said I majored in girls, so there's no degree in girls, so I ended up a college dropout, and you know, did the job thing. I ended up bankrupt at about 25 and you know, car repossessed on Medicaid.

Eric: Oh, bankrupt-bankrupt.

Darin: Bankrupt. Like, everything gone pretty much.

Eric: Not broke.

Darin: No, not broke – well, I have a PhD – I was poor, hungry, and driven, let's just put it that way – bankrupt, car repossessed, on Medicaid, government assistance, applying for food stamps, you know college dropout – no job at that point, and depressed, feel like a failure as a human being. When you can't feed your kids, can't support your wife, can't keep a job, couldn't make it through college – really I didn't have a lot of hope, but that's where I ended up.



Eric: What happened, how did that happen, what happened?

Darin: Well, several things. I mean, I went to the job world and found out real quick I didn't like somebody else dictating what I was worth; I wanted to dictate what I was worth. And them having their thumb on me – I mean, I like financial freedom and time freedom, obviously, being in the industry. So after trying multiple jobs and having – you know, I remember I was a sales rep in the furniture industry, and gift industry, and I worked so hard, and had the highest increase in sales in the whole Southeast. And it wasn't because I was good. It was actually pretty funny. Can't even match my own clothes, right, so my wife has to dress me most days and here I was going into people's furniture stores and gift stores saying, "Here's what you put in your stores to look nice." But I made up in numbers what I lacked in skill and had the highest increase in sales. And the thanks I got for that was, they started cutting my territory, taking my key accounts, and when I left I had no residual income, I had nothing to show for it. I was extremely frustrated. And so after doing that several times with jobs and careers and realizing there was a ceiling, and then my boss and managers, they don't want you to get too good because when you do, you threaten their position or their title. And so I ended up trying network marketing, and failing over and over and over again. Didn't know what to do, how to do it. I ended a member of the NFL, no friends left. And we started building a house. Had a guy walk off building the house, but you know, I hired the guy, and so when he walked off and everything kind of went to pot, that's how we ended up bankrupt.

Eric: So you find yourself in this situation. You've got a little family at the time?

Darin: Yeah, three kids at that point.

Eric: Oh, my gosh. Wow. So you started young.

Darin: Yeah. We now have – now have five which – warning, that can happen if you work from home, by the way, okay? You have a bunch of kids. You get the other kids off to school, and you come home and you look at your spouse and go, "What do you want to do now?" And like, "What do *you* want to do now?" And the next thing you know there's a kid on the way, right?



Eric: Ha, ha, ha. Mental image. Thank you for that.

Darin: You're welcome.

Eric: So you find yourself in the situation, and you find yourself into network marketing. At one point you probably – it sounded to me like you dabbled for a while. You dabbled in the profession a little bit?

Darin: Right.

Eric: At what point did you decide, you know what, I'm gonna take this serious?

Darin: Well, to be honest with you, at 25 I said I'm never doing it again. I remember being in Toys R Us and I had this guy walk up to me and he approached me and said, "Don't I know you from somewhere?" And I was like, "Are you in network marketing?" And he was like, "Yeah, how did you know?" And I was like, "Because you all have the same lines." Right? "I'm not interested." And when he walked away I remember – true story – telling my wife, the next person that approaches me, even if it's at church on Sunday, I'm gonna lay hands on them, and not in a good way. I'm done. Never gonna do it again. And I went on the job run again, you know, looking for that job that I thought could get me what I wanted for my wife and my kids and I, and just couldn't find it. And at that point I was like, you know what, I just have to find the right mentors and the right company.

Eric: So you opened your mind up again?

Darin: I opened my mind up again, yeah. Your mind is like a parachute. It only works when it's open, right?

Eric: Right. So your mind opens up a little bit, you go, "Well, maybe – this other thing doesn't seem to be working." It sounds like you're kind of a searcher, a restless person looking for answers, right?

Darin: Uh-huh.



Eric: If something's not working out you're not willing to settle, you're not willing to compromise when it comes to how you're living your life, even if it hurts in the short term.

Darin: That's right. That's right, yes.

Eric: So you open your mind up and you find yourself back in the profession.

Darin: Correct.

Eric: All right. So, at that point, did you do something differently than you did prior when you didn't have success? What turned things around? How all of a sudden did you go from "never again" to, "all right, I'm gonna start building something"?

Darin: That's a great question. One thing that I learned, Eric – and if you would have told me this when I was going through bankruptcy, couldn't feed my kids, at the lowest point going through my little girl's piggy bank – we said that some day we'll use this for Disney World – some day. And growing up, to be honest with you, my dad passed away saying "some day." Some day we'll do this as a family. Someday we'll do that. And some day leads to a town called nowhere. And some people's "some days" are other people's "every days." And when I look back now and go, man, it was really the best thing that ever happened to me. It's not the easy times that make us grow. We don't grow in easy times. So when you have a choice to use them as a stumbling block or a building block, and to use them to make us bitter or better. And so at that point – I think I had to get to the point in my life, I drew a line in the sand. It was like the farmer that was sitting on his porch rocking in a rocking chair and a neighbor walked over and said, "Hey listen, I just want to let you know, your dog is laying on a nail." And he's like, "Don't worry about it. When it hurts bad enough, he'll move." Well, sometimes our friends and family, we love 'em, we care about 'em, but they won't participate in their own rescue, right? So I got to the point, I said, "I'm sick and tired of being sick and tired, and I will until." I put that on my wall, "I will until" on a 3x5 card. I still have the 3x5 card. I also put on the wall, somebody said, "Darin, don't you realize success is buried right underneath frustration," and I was like, "Well, I have





to be close because I can't get any more frustrated." So when I made that decision instead of just – you know, I'm gonna go out there, and I'm gonna make sure that I have a better life for my family. And other people that quit on my family – I'm not gonna quit on mine. And I was definitely the underdog. People were looking at me. It's important, too, Eric, when you make that decision that you want to have more, be more and do more with your God-given potential – not everybody's gonna see the same vision because it's your vision, not everybody else's, right? And vision is seeing before the masses see it. So that's when you have those friends and family that – you know, they care about you but we're in a box. If you get too low, they'll encourage you and go, "Hey, come back up here." But when you start to get too high, they started to remind me of who I was at that point. Not who I could be. They go, "Darin, don't you remember you're bankrupt? Your car's been repossessed? You're on government assistance. You're applying for food stamps. Can't feed your kids, can't keep a job, you live in a small town. Who do you think you are?" But I had to make sure. And at that point I had to say, "You know what? Either be positive or be quiet." Because one negative comment is 14 times stronger than a positive, so I had to disassociate with some people temporarily. You know, John Maxwell says, "If you can't change the people around you, change the people around you." And I had to start – my mentors were books, and CD's – audio cassettes at that time. I'm telling my age here – audio cassettes and seminars. I was just so hungry. I remember my grandmother had this audio program called *Psychology of Achievement* by Brian Tracy, right? And I was like, "Hey, Grandma," because she was in insurance sales. "Do you mind if I borrow that?" Not that I could afford a car with a audio cassette player; I had a portable one, right? With, you know, it had batteries that you had to change every so often. But I just said, "You know what? I'm gonna rep my mind, like I rep my muscles in the gym. And to get something different I've got to do something different." And so many times people get discouraged with where they are in life, and yet they keep doing the same thing. Well you and I both know, the definition of insanity is doing what we've always done and expecting things to change. So to get something different I had to do something different. And was it tough? Yes. And I think that's why my story appeals to a lot of people because when they hear Darin Kidd's story they're not going, "Oh, I could never do that." Because I can remember sitting – actually it was the first time I met you. It was in Nashville, Tennessee. What has that been, 17-18 years ago?



Eric: Sure. Yep.

Darin: We were at a conference, right? And I remember I was sitting in that back row, hearing you train, Jeff Olson train, and I remember going, “Well these people must come from big cities; I live in a small town.” Actually, my first boss in the gift industry nicknamed me Jethro from the Beverly Hillbillies. I lived in a mobile home, where I called it a “tendaminium” so he called me Jethro. I was like, “These people must be in a big city; I live in a small town. They must have a college education; I have a lack of education. They must be great public speakers; I’ll pass out in front of five people if you put me in front of those people.” But something changed throughout that, throughout some of those trainings where my mindset changed, my attitude changed, which you know, is what led me to where I am today.

Eric: Let me try and see if I can summarize that. 1. You made a decision. I’m going. I’m doing it. I’m not gonna be stopped.

Darin: That’s right.

Eric: And I see that with top earner after top earner. There comes a point where they just say I’m going to the top. I’m not stopping along the way. I’m not gonna be distracted. 2. You decided to change you. You decided to learn and grow and stretch, and become more than you were and feed your mind because you could make more if you become more, right?

Darin: That’s right. Uh-huh.

Eric: And 3, you started to engage in the activities that were gonna give you the best chance of success moving forward. Do you have, what do you think causes you, separates you from the average person? There’s people who got involved the same time you did. There’s people who have more credentials than you and people who have less credentials than you – it doesn’t matter. But why are you on the verge of \$1 million a year in network marketing and other people can’t make \$10,000? What’s the difference, because there’s got to be a difference?



Darin: Yeah, I mean there's a couple of things. One, you said I decided to become more. And so early on I learned, I used to say things like, "You know what, Eric? When I get a big team, and when I start making this much money, then I'll start doing some of those things." And then my mentors taught me, Darin, that's a bad attitude. The attitude comes before the money; the money doesn't come before the attitude. Why do most people win the lottery? They go broke. I met a guy who won the lottery – like because I didn't know what he did. He had this gold necklace around his neck that cost more than my house. This has been years ago and I was like, "Man, I love studying successful people. What do you do?" He says, "I won the lottery." And I laughed. And he said, "No, I'm serious. I won the lottery." And he told me the first thing they did was got him to watch a video, before they gave him the money, of one horror story after another one. People were saying it's the worst thing that ever happened to them. Most of them don't just lose it, they go to a place worse than where they were before they won the money. People commit suicide, because they didn't become a millionaire. They were given a million dollars, or millions, and our income always comes back to where we are. So I said – when I learned, if I want to make more I have to become more, because I don't make what I want, I make what I am. And so I needed to start working on myself, and that's when I met you and Jeff Olson and heard *The Slight Edge*. And I'm like, I can get a little bit better today than I was yesterday. I can read 10 or 15 pages of a good book. I can listen to 15-20 minutes of an audio program. So I really started working on me – personal development – what we read, what we listen to, who we associate with. And our associations work harder on us than we work on them. They build us up or they tear us down – like an elevator, take you up or take you down. So I really started working on me. I said, I don't attract what I want; I attract what I am. And then I started paying attention, Eric, and there's – we all know those people that when they walk in a room they brighten the room. Some people brighten the room, some people dim the room, right? Some people brighten the room when they walk in and some people brighten it when they leave. And I was like, wow, what is the difference in those people and other people? So it started with me working on me. And then, I think the biggest thing is desire. So I tell people there's three things you have to have to be successful in network marketing, and if you don't have them you're not gonna make it – in my opinion. And the great news is, everybody watching this interview, you have it or you wouldn't be watching the interview. You have to be coachable. Most people say, "Yes, I'm coachable,"





until you tell them something that rubs them the wrong way and then they're not that coachable. And so I've learned if it rubs me the wrong way, it's meant for me, most of the time. And you can't bring your background into your company because you have to keep it very simple – in network marketing, basics create wealth, not fancy stuff.

2. You have to be willing to work. Some people will get in this industry, they'll go, "I'm gonna get in and I'm gonna get rich quick." I mean, you can get rich quick, but if it sounds easy, it's sleazy. Right? It's not – the challenge with what we do is, how do you get in the company? I'm in. How do you get out of the company? I'm out. So we lead a voluntary army that means most people won't do it. So you have to be willing to put in the work and at first look at your paycheck and go, "Are you kidding me? I'd be better off working a minimum wage job." So at first you're putting in more work than you're getting paid, but then when it flips and the multipliers kick in, you don't know where the money's coming from. You'll spend it, but you don't know where it's coming from. So you've got to be willing to work.

But I think the key thing that drove me was number 3, Desire. You know, why are you in the company? It's not money. People go, "I want to make \$1,000 a month. I want to make \$2,000 a month." Well, you're gonna quit. You have to put an emotional attachment to the money. And yes, your why eventually will be big enough to make you cry, but sometimes it's not just that big when you first get started. For me it was like, man, I would love to write a check without having to balance a checkbook. I would love to be able to feed my kids healthy foods. You know, Whole Foods shouldn't be called Whole Foods, it should be called Whole Paycheck. I would love to be able to go in a restaurant, read the menu, left to right, not right to left. You go, "Okay, what does it cost? We'll take the bread and the water. Thank you." Or get spiritual with the ATM. I don't know if you ever did that. I know when I was broke, you go to the ATM and you're like, "Please," because I never thought about it making me take my money out in \$20 increments until I didn't have \$20 in my bank account. I saved a couple for gas. So at first it was just some simple little things. Then you start to put an emotional attachment to the money. "Hey, I would love to put, you know, move zip codes; get out of a bad neighborhood." I had one lady said, "Darin, my kid's being bullied and I have to put him in a different school." Maybe it's to retire somebody



you love and care about. Maybe it's to be a stay at home parent. So many parents come up to me and go, "Darin, I leave when it's dark; I get home when it's dark." They used to say, and I'm curious if you've seen the same change. They used to say, "I work five days to live two." Then they went to "I work six days to live one." Now people are saying, "Darin, I don't even live. I cannot see myself doing this for the rest of my life." So I think desire, really getting a crystal clear picture of what you want for your future. You know, the late billionaire Paul Meyer used to say, "You have to see it here before you ever see it there. And the clearer the picture of your future, the more goal-directed your actions are on a daily basis. What you see-est, thou be-est." And I remember the billionaire saying how you have to make a dream board. I'm like, what are we, in kindergarten? We're gonna make a dream board? But I'm like, hey, he's a billionaire; I'm not. He's given away \$400 million away to charity, I haven't. He pays for over 1,000 kids a year to go to college, I don't. So I started really doing that. And your mind doesn't know the difference in reality in what you tell it. So when I started really starting to dream, knocking the dust off the dream machine and started dreaming again, then everything started changing. It gave me a purpose. Every morning when my feet hit the ground, I knew why I was doing it. So desire, I think, is the number one key, or one of the top, that really drove me to have a better life for my family.

Eric: Love it. Do you consider yourself an entrepreneur?

Darin: Absolutely.

Eric: And, it's interesting in today's world – entrepreneur is a little bit sexy, you know, being an entrepreneur.

Darin: I've always wanted to be sexy – yes!

Eric: Yes. I would tell you – I think people have a misconception about entrepreneurs. There's a whole bunch of people that think – you become an entrepreneur, you don't have to answer to anybody, and you can just kind of live the good life. Entrepreneurs work hard.

Darin: Right.



Eric: How hard do you work?

Darin: Hard. I work really hard. But you know, it's interesting, too, because if you love what you do – who was it, Zig Ziglar said you'll never work another day in your life?

Eric: Right.

Darin: So I love what I do. I can't wait to do it every day. And what really drives me – people are like, "Darin, the money you're making – why do you work so hard?" It's because I remember how I felt when I had no hope. And thank God somebody looked at me, not as how I was, but as how I could be with my potential, and it changed my world. So I love helping people. But I mean, it's – we have five kids. My wife and I are, unfortunately, partners in two franchises, which that's a whole 'nother interview. We have \$700,000 between us and our partners in two franchises and employees and overhead. We make more money in our network marketing business in one month than both franchises combined in several years. But do I work hard in network marketing? Yeah. I mean, you get up early, you stay up late.

Eric: Nothing to apologize for. It's great.

Darin: But we work 24/7; we play 24/7. That's the great thing about it when you love what you do, and here you have the ability for your income and your efforts to grow by multiplication, not just be addition, like my franchises, or you know, a traditional job.

Eric: Right. I'm a huge fan of defining moments. You know, these moments in life that changed everything. You didn't know it at the time, but you could take a right turn or a left turn, you could say yes to something or no to something. And over the course of my network marketing career some of those defining moments are defined by really dark days, and some of them are defined by a breakthrough or some success. But I've had probably – in 28 years in the profession I've had, I don't know, a couple dozen that are major moments. You pull those out of the millions of moments in your life and your life is completely different, right? Or



you make different decisions there. As I'm talking about this, I'm sure that there's few that have flashed through your mind.

Darin: Uh-huh.

Eric: Share with me one or two of the defining moments that really helped to create the person that you are today.

Darin: Well, one was when we had this – and we still have it. I actually had it at home the other day and I took a picture, I was gonna do a Facebook post about it. This big Coca Cola plastic piggy bank, you know, it's three feet tall maybe. And we were dropping change and my oldest daughter was a little girl and we said, "Someday we'll go to Disney World." And one day we got to the point we had no food. And so she walks in and my wife and I had that on our bedroom floor and change was everywhere. We were just picking the nickels and dimes and quarters out of her money. And she walks in and goes, "What are you doing?" and runs out crying because Mommy and Daddy are taking her money for Disney World. And I'll never forget being on my hands and knees going, "God, how could I get to this point where I'm so low I'm taking my kid's money for Disney World?" That was a defining moment. That's when I said, "I will until." That's when I said, "My friends and family, they can quit on their family, I will not quit on mine. I am going to go out and do whatever it takes to make sure they have a better life." So that was definitely one of them. And another one was actually at your Go Pro event last year. I'm sitting there in the audience and you know, you've got thousands of people from all over the world. And there was a light bulb came on. I was like, man, this – it just built my belief. And it's interesting, Eric, every time that I've gone to a different level in my life and in my business, it's because I finally believed that I could. It's the law of the lid, right? So when I was sitting there going, "Man, thousands of people from all over the world – people making more money in a month than most people make in their entire lifetime. We're in a 100-plus year old industry, around \$170 billion industry. This is the best industry on the planet." And when I left I just had a new level of belief. And I didn't even think I could go to a new level of belief. So that was definitely a light bulb moment and I've had people say, "Darin, when you went to Vegas and you went to that Go Pro event, something happened because you came back a man on a mission." And it's true. I want to do as much good as I can to as many



people as I can, as long as I can. So those are two that really just come to the top of my mind right off the bat.

Eric: I love it. Well, listen, I love the fact that you are a master of your craft. I love the fact that you are a hardworking entrepreneur. I love the fact that you're growing every single day and you're not satisfied with the person that you've become. Not that you're dissatisfied with it, but you're not satisfied that that's the full potential of you.

Darin: Right.

Eric: So you're growing every single day as a habit. You're growing every single day as part of how you live your life, and you infect other people with that same thought process which is, become more so, No. 2, you can contribute more. So growth is one amazing thing that makes me happy, but contribution is something that's unbelievable, the ability to connect with people like this through different technology to be able to share ideas and just be a little tiny piece of the story, and contribute and be more powerful to be able to contribute more and to give more to other people. So here's what I'd like you to do as we kind of wrap up. I'd like you to look right into that camera, and the people who are watching us or listening, they want to become network marketing professionals. They want to go pro. They want to change their lives. They want to have a breakthrough, and some of them have some progress and some of them are stuck, some of them are frustrated, some of them are anxious. What advice would you have for them? Just, if you were sitting in their living room and they're saying, "Look, I really want this, but I don't quite know how." What advice would you have for them? Go ahead.

Darin: Well, here's what I would say to you. And I pray this makes a difference in your business and your life. You definitely have to be coachable. And find people – why do we spend our whole life trying to figure out what to do right when we can read a book? I've heard Jeff Olson say that many times, when you can read a book and somebody spent their entire life trying to figure what to do right, and they put it in a book. So why would you spend years trying to figure out what to do in network marketing when you can watch things like this, interviews, go to events, listen to your mentors in your company, learn from their experience. You



shave years off your learning curve. You can press timeframes, but be coachable. Leave your background out of it. Be willing to work, yes. We have to pay the price. But I don't mind paying the price if the promise is clear. We know in network marketing that the promise is definitely clear. You know, it's a legitimate business, over 100 years old, we're in a \$170 billion industry but we have to be willing to put in the work. Desire – figure out what you want and why you want it, and keep that in front of you at all times because when things get tough, that's what helps you stay strong enough long enough.

So if you have those three things, which you do because you're watching the video, so congratulations on that. And then the last thing I would say is be persistent, consistent – it's hard to go out there and build a legitimate business if we're fired up for a couple of weeks, and then we take off a couple of weeks. It's an emotional roller coaster. If you have not felt like quitting your company yet, or the industry, just give it some time; you'll be there. I used to want to quit about 100 times a day; I tell people I'm down to about two. So it an emotional roller coaster. You're gonna be in the no sleep zone. You know, "I'm so jacked out of my mind. We have hope. This is a better life for my family." Then you go talk to people that you know, love and care about, and they say some of the stupidest things we've ever heard, right? Like, "You're not doing one of those things, are you?" So then we're in the self-doubt phase. That's when you have to remember why you're in the business. Your why – that emotional attachment that helps you stay strong enough long enough. Then you have somebody call you back and say, "Eric, I' gonna make you rich. You've never seen anybody do what I'm getting ready to do. You have no idea who I know." You're back up. You're in the no sleep zone again. Then two weeks later they're in the witness protection program. They run from you in the grocery store. They don't answer your calls.

It is an emotional roller coaster. But what you will find, as long as you stick and stay, you're gonna get your pay. You go through the emotional roller coaster. Eventually your downs will be higher than your previous ups. And it's called the process. Decide – don't just go through it, you want to grow through it. It's not the easy times that make us grow. When you're writing your story – if my story, Eric, was, "Hey, I got into network marketing, and everyone showed up at my first party, everyone loved my products, everyone stayed in the business, and we all just made a lot of money and held hands and ran through fields, and just sang





songs,” it would not motivate you. But what motivated you about my story was all the challenges, the struggles, being real, authentic, knowing that if I can do it, you can do it. And you can’t fake that. When you’re authentic and real and you’re open it makes a difference. So it is an emotional roller coaster. There are gonna be ups and downs. There are gonna be challenges. But follow your leadership. Follow your mentors. Eric has got thousands of videos out there available for all of us to learn from other people’s experiences. Shave those years off my learning curve, but I promise you, you can do it.

I believe people like, well, “Do they have to be in your company to make it?” No. It’s an abundance mentality. We’ve got a great industry. There are so many great companies around this world. And I’ve never known an industry where you have the ability to make a difference and an impact on so many people directly and indirectly affect the lives of hundreds to thousands to millions of people. And you may go, “Well, I never want to be on video. I never want to be on stage.” It doesn’t matter. You may be the one that leads someone to your company, and they’re the one on stage, but they wouldn’t have heard about it if it wasn’t for you.

So my encouragement to you is, stay positive, stay strong. It is an emotional roller coaster, but you can do it. I promise you, you can.

Eric: Darin, you’re the man.

Darin: All right. Thank you.

Eric: Thanks for coming and sharing some ideas with everyone watching or listening. And ladies and gentlemen, our wish for you is that you decide to become a network marketing professional; that you decide to go pro, because it is a stone cold fact that we do have a better way, now let’s go tell the world. Everybody, have a great day and we’ll see you next time. Take care. Bye-bye.

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