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**PAUL ORBERSON**

NETWORK MARKETING LEGEND  
Has Excel's "Million-Dollar-A-Month" man created the best company ever?

# MARKETING INGENUITY



**FROM THE EDITOR:** This is a story about a man named Paul Orberon. Paul is the legend from Excel Communications who in one time period, earned over a million dollars a month, every month for close to two years. About two months ago, I got to sit down and interview Paul while he was in Austin, Texas. I wanted to find out about a network marketing company he had started but I also wanted to meet him because of his reputation.

Two things: One, Paul Orberon is a very special human being. You can feel his warmth, sincerity and humbleness instantly. When stories of his "generosity without any fanfare" are mentioned, he genuinely becomes embarrassed and changes the subject. Two; in the months following the interview I have looked at and dissected Paul's company as well as its compensation plan, and in my opinion, it is the most unique network marketing company in the country and his compensation plan is the most generous plan in the industry. Nothing I have ever looked at comes close. In fact, before you really understand how it pays out, it defies logic.

Going into all of my interviews, I always try to get marketing specifics from the person I am interviewing so our readers can see how they became successful. I was looking for incredible sales letters, ads, brochures, telemarketing scripts or internet campaigns that made Paul millions with Excel. After two hours, I realized his success was the end result of talking to people 24/7, going to any city where someone needed help or where anyone would listen. Doing the things most people will not do.

My conclusion is this, if I ever made the decision to get involved with any network marketing company, I would join this man and his company. The concept of the company is unique, it is financially strong because it is backed by Paul himself and he has major dollars. Major national companies are lining up trying to get his company and distributors to sell their products. His compensation plan is like no other in its generosity and millions of dollars have been spent on the support and technology for the distributors. But, if none of this was in place, I would still want to work with Paul Orberon. Why? Because I believe a company mirrors it's founder, his compassion, his generosity, his beliefs and feelings for the people who join him. Because of that I would want Paul Orberon to be the person making decisions that would affect me and my financial future. Is this that "make money working from home" company that comes along every 30 years that changes an industry and really changes lives? I don't know. But after spending two months educating myself on this man and his company, it very well may be. After saying that, I'll say this. In the future we may do features on successful individuals in MLM companies but I have decided this is our last story on a network marketing company. I'll end with this one.

*Tom Spinks*

# PAUL ORBERSON TURNED TRIALS INTO TRIUMPH

By Stephanie Dube

**P**aul Orberson is not your typical millionaire. In fact, you might say he broke all the rules to get where he is today.

“People say, ‘You’ve got to write your goals on a piece of paper.’ I’ve never done that,” Orberson says. “My life worked out by acting, then thinking about what happened and how God blessed that.”

When looking back on his life, Orberson has one phrase that sums it up nicely: “Nothing I ever planned worked out like I thought it would.”

Orberson began his career as a high school coach and then moved into network marketing. But things didn’t fall into place. He struggled the first two years just to make ends meet, trying to jumpstart a new career while supporting his wife and two children.

It wasn’t easy. In 1992, countless hours, little success and even less hope left Orberson wanting to quit. He shouldered on, but overdue bills and an uncertain future left him with severe panic attacks that threatened what was left of his career.

“I wasn’t worried about doing wonderful stuff for God,” he said. “I was trying to stay alive.”

In time, Orberson’s work paid off, and he began receiving larger and larger checks from his network marketing career. In 2001, he started Fortune Hi-Tech Marketing with a unique premise: an unprecedented compensation plan that gave sales representatives more money back than they invested. This upside-down plan ran counter to network marketing practices of the time. But it worked. People joined in droves. Today, companies across the world want his killer sales force and multimillion-dollar business to represent them.

Orberson is an incredible man with a unique perspective on life. And he agreed to share his experiences — and his lessons — with \$1,000,000aire Blueprints.

## **Tell me about your family.**

My father was the pastor of a small church in Harrodsburg, Kentucky — Beech Creek Baptist Church. He drove my mother to a Lexington Hospital in 1956, and I was born.

## **What schools did you attend?**

I attended Boyle County High School and graduated in 1974. I went to college at Western Kentucky University on a full baseball scholarship and graduated in 1979 with a degree in history.

## **What was your first job?**

I coached at Warren County in Kentucky. From there I went to Casey County and coached for eight years. Then I went to my home high school, Boyle County, where I was the head basketball coach at the age of 29. This was the fall of 1987, and I stayed until 1991.

## **You worked for a network marketing company, Excel. What is a network company?**

A network of people that utilize word of mouth to become a powerful marketing “arm” for products/services. The network is cheaper than typical media advertisements used to gather customers. Excel was similar to Mary Kay, Avon, etc. It provided telephone service through individuals building teams of distributors to collect customers.

## **What was your first experience with Excel?**

I went to an Excel meeting November 11, 1990. My assistant superintendent, Bob Gorley, asked me to go. One of the people there was Jimmy Reed,

president of the Kentucky Coaches Association. I thought, “Well, if Jimmy is interested, I’ll listen.” I was 33, married and had two children.

## **When did you sign up?**

I signed up that night. Jimmy Reed, Bob and Russ Nolan, and Brenda Hickey were at the meeting. Brenda said, “Look, you could do this. You know a few coaches.” I remember thinking, “OK, maybe I can get a few customers so they’ll get off my rear end.”

## **How much did you make coaching?**

I was clearing almost \$2,300 a month, and I was as happy as I am today. It was never an issue of happiness.

## **Do you remember the first person you called on?**

I called a guy named David Camic. I remember being really nervous going up to his house. He was the coach at a rival high school, but we were friends. He said, “What in the world are you doing? You’ve got a nice house.” I said, “I’m just doing extra.” I was apologetic and so embarrassed!

## **After you made your first sale, where did you go for your second?**

I went to my mother and father.

## **How did your first year with Excel turn out?**

I couldn’t get anybody to listen to me. I finally got a few customers and my first sales rep. He was a retired fellow, Phil Morse, and he signed up the former coach at Centre College in Danville, Kentucky. When Phil signed

*“Nothing I ever planned worked out like I thought it would.”*

up, it gave me a little shot in the arm. I still never pictured even making \$500 a month in Excel.

**When did you host your first meeting where you talked to a number of potential representatives at once?**

The first time I did a meeting was at the Holiday Inn in March 1991. Bob Gorley, my sponsor, called and said, "I can't make it. You're going to have to do it." When I stood up, there were about 15 adults there. I was used to talking to kids! I couldn't say anything. My heart was fluttering. I finally started in what seemed like an eternity, but I'm sure it was 30 seconds or so, and talked about what Excel was, what the pay plan was and why I was doing it.

**How long did you continue coaching?**

In May 1991, I quit my job and went full time with Excel.

**Why did you quit?**

I got really excited because Phil Morris would get a person or two every so often, and I got another person or two. I was making \$400 or \$500 a month, and we'd come off our best basketball year, so I thought it was a good time to leave. I had been teaching and coaching for 13 years and had just turned 34.

**How did you resign?**

I gave Mrs. Emma Jo Carlton, my superintendent, my resignation. She said, "Are you sure?" I said, "No, ma'am, but this is what I think I need to do." I was scared to death! She said, "Why don't you sleep on this?" I said, "No, ma'am, I don't want to think about it."

**Who did you tell first about your resignation?**

I told Momma and Daddy because it was going to be big news in that town of 20,000. I wanted to tell them before they read about it in the paper. Momma was worried and

didn't understand my decision. My father said some things that made me feel a little better about taking a chance. My wife, Carla, was nervous, but she never tried to talk me out of it. She supported me. She had a steady job that gave us some semblance of financial stability while I was trying to make my Excel business work.

**How did your new job change your lifestyle?**

It's a different way of thinking. Moving from regularly scheduled paychecks at the same amount to getting paid on what I produced was an adjustment. Being on the road instead of at home most nights was an adjustment. But that's part of what you have to do if you want to become financially independent. We had to start thinking in different terms.

**What were your goals for Excel?**

I never dreamed of making more than \$2,000 or \$3,000 a month. My hope was that I could own more of my life, have

**Orberson Has WKU Records**

"Records are nice but winning the conference is the most important thing to me right now."

Those words of wisdom were uttered by Paul Orberson, a 1974 graduate of Boyle County High School, Tuesday when he was contacted at his residence in Bowling Green.

The Western Kentucky University senior pitcher is having a super season for the Hilltopper baseball team and Monday was the winner in a 4-2 triumph over the University of Kentucky. He went six innings and allowed only four hits while striking out six.

That victory improved his individual record to 6-3 and tied a Western record for most wins in one season (Orberson now shares the record with Donnie

Durham of Casey County). In addition, the southpaw has now worked 62 innings and that establishes a new WKU mark. Western has already won its division of the Ohio Valley Conference and will host East Tennessee on May 5 and 6 for the conference crown. The best two-out-of-three series will determine which school represents the OVC in the NCAA Tournament in Miami, Fla.

Orberson tells, "We are all working to winning the conference right now. That is our primary objective. Individual records are nice but they don't mean near as much as winning the OVC."

Still, the modest lefthander has compiled some impressive individual stats this year. His earned run average is now under 1.5 as he has yielded only 14 earned runs in 62 innings. He is throwing harder than ever and tells, "Right now I am throwing as good as I have ever thrown in my life."

Bob Gorley, his high-school

coach, saw him throw at UK Monday and said, "He was in total control of the game. The one run they did get came on an excuse-me type of hit. Paul just had too much stuff for them."

Even Paul had to admit that he had a good day. He laughs, "They were just popping the ball up or grounding out. I only planned to go five innings because I am going to pitch again Thursday. But after five I had thrown so few pitches that I went ahead and worked the sixth. I only threw 62 pitches all afternoon."

Orberson will be eligible for the June major league draft but he doesn't know if he has a chance to be picked by a big league team or not. He recalled, "When we played at Miami in March they had scouts lined up all over the field. It was my first game and when I went out after seven we were leading 2-1. We lost 3-2 but they were ranked third in the country."

The former Rebel feels like he's getting to play in the NCAA tournament would boost his chances of getting drafted. And to hear Orberson talk there is little chance of Western losing the OVC crown. He explained, "I don't want it to sound like I am bragging but I just don't think a team can come in here and beat us twice."

Paul is hoping that he will be drafted because he would like a crack at professional baseball. But if he isn't chosen he will be able to accept that.

Everybody predicted Orberson would make a fine college hurler. Well, everybody did except UK coach Tuffy Horne. And now maybe even Horne will admit that Orberson can pitch.

Good luck to Paul in the OVC playoffs and we certainly hope that he is taken in the June draft.

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Paul Orberson



Orberson received a full baseball scholarship to Western Kentucky University and graduated in 1979. After graduation he coached high school baseball and basketball until he moved into network marketing.

more control and build a residual income. I didn't do that as fast as I thought.

#### **How did you pay the bills at first?**

I withdrew \$23,000 from teacher's retirement. I went through all that in the following year.

#### **Did you take another job to supplement your income?**

I'd been with Excel for a year and a half, and had never crossed to \$1,000 a month. My mother and father were on their hands and knees praying for me. My grandmother was praying for me to get a real job. I looked through the paper and saw a big ad for Olan Mills Photography. They needed a sales representative to work with the local school systems, maybe a former coach. That was me! I was scared to death through that interview, but somehow I impressed them. I got a salary plus commission plus a company car after 90 days, full insurance. It was a great deal because I was starving to death!

#### **How did the Olan Mills job work out?**

Eventually they said, "You've got to make a decision. We can't have you working here and with Excel." So I quit Olan Mills.

#### **How did your family react?**

My mother said, "My God, you're incorrigible." I was making \$60,000 a year, which was a lot of money to me in 1992. And people thought, "Now here you go. You've screwed up. You've got kids. Grow up." But you know what? Life doesn't work that way.

#### **What do you mean?**

I had to go through that time of little money. If I hadn't, then later when I started making a lot of money, I would have blown it all. I would have invested it wrong. I wouldn't have taken care of it if I hadn't gone through what I was getting ready to go through.

#### **What were you getting ready to go through?**

The lowlight of my life.



**Above, Orberson with his young grandson. Right, Orberson with his son and daughter.**



**Orberson struggled during his first two years in network marketing just to make ends meet and support his wife and two children.**

#### **What happened?**

I had a meeting one night at a Holiday Inn in Huntington, West Virginia. I wanted to stay there so badly because I was worn out. I was driving a little Nissan pickup truck all over God's creation. I carried a MasterCard and a Visa, and I knew that both were darn near full. Eight or 10 people were hanging around the hotel behind me; we were going to go to my room and get a pizza or something. The guy at the desk took the card and said, "It's not going through." I said, "Well, take this one." He said, "Sir, this one isn't going through either." It was the most embarrassing moment of my life. I got back in my truck around midnight, pulled over at a rest stop inside the Kentucky border and fell asleep.

#### **How did you feel at that point?**

I wanted to give up. I remember reading, "When you get so tired, think of your youngest child. Think of looking them in the face and saying, 'I don't have what it takes to win for you.'" All the way home, that's what I was going

to do. I was going to wake Sarah, my youngest child, who was three, and tell her that Daddy just couldn't do it.

#### **And you had no idea things were going to improve?**

Just a couple months earlier, I brought a basketball coach, Jim Voight, into Excel. He would eventually become the second all-time leading earner at Excel. But I didn't know that at the time. All I knew was that I didn't have any money.

#### **What did you do next?**

I was 35, and the world was crashing in on me. I met some people in Illinois and had an anxiety attack. I collapsed! At the time, no one knew what an anxiety attack was. I went to a doctor the next day who sent me to a neurologist in Lexington. My mother loaded up the car and said, "This business is killing you. Do you see now?" I went through brain scans for tumors. They tested me for Parkinson's disease, ALS. Everything came back negative.

### ***What did you do next?***

I went to my hometown doctor, Findley Hendrickson. He said, "Orber-son, there ain't nothing wrong with you, boy. Sit in the chair. I'm going to see some people that really need me, and I'm going to come back."

### ***Did things start getting better?***

I had another low point. The neurologist put me on Librium and Xanax. One night I went to Mississippi to speak and realized, "Oh my God, I've left that stuff!" And I went into an attack. By that point, I had spoken so many times I wasn't nervous. But there I was, lying on the floor. A rep., who was conducting the meeting, beat on my door. And Scrapper Letcher, a friend and my driver, said, "He's on the floor." It was one of my most embarrassing moments. I was getting ready to tell his group how good

they could do in Excel, and I was lying there quivering like a baby.

### ***What was driving you, right at this moment, to keep going? Was it desperation? Did you really believe in Excel so strongly?***

I was two months behind on my house payment. I wasn't worried about making \$10,000 a month or about making myself proud. I was trying to stay alive. I was trying to not be bankrupt. I was trying not to further embarrass my parents.

### ***Why did you stay with Excel instead of finding a steadier job?***

There was no going back. I had told so many people that Excel was going to work, and I didn't want to have that embarrassment if it didn't. There were times I really didn't know if it would work for

me, but I was going to do all I could to see if I could make it happen.

### ***After those incredibly rough two years, your business with Excel began to take off.***

After my first two years, my biggest month was \$1,280. And then all of a sudden, at the beginning of my third year, it goes from \$1,280 to over \$10,000 in a month. Now keep in mind, I'm so far behind in payments that I still didn't have anything. It didn't last long.

### ***Why did your check go up so much that month?***

It was a culmination of the ground-work I had laid for so long. I hadn't received any dramatic financial reward when I started; I just kept plugging away. It was a lot like a dam breaking when

# FORTUNE™ HI-TECH MARKETING

## Fortune Hi-Tech Marketing Quick Facts

Paul Orber-son founded Fortune Hi-Tech Marketing in 2001 with a highly innovative business and compensation plan.

Fortune is a network marketing company that is not tied to any product or industry. Its draw is a highly motivated and creative sales force sought by companies around the world. Fortune's sales representatives are paid with a compensation plan that stands out for its unprecedented generosity.

Such generosity is unheard of in most network marketing companies. Fortune has grown by leaps and bounds based on the way it treats its sales reps.

there's too much water on the other side; it was overwhelming once it started breaking through. Jim Voight led me to several people who were bringing more prospects and customers than I ever had access to. He kept me as busy as I wanted, so I was traveling six or seven days a week.

***And your checks continued to go up after that?***

The very next month they sent me over \$13,000. I thought, "Man, this is unbelievable. Lord, thank you. I ain't worth it."

***What kind of money did you make at Excel?***

I made over a million dollars a month for several months.

***Did you have any idea you could make that much?***

My goal in 1993 was to save \$1,000 a month. I opened a SEP IRA at State Farm. It only paid about 5 or 6 percent interest. In five years, I would have \$60,000 plus a little interest. Then I would be 39, and I would be able to let that \$60,000 ride until I was 65, and I'd be better off than if I continued teaching.

***What did you do when you started making more than that?***

I was starting to make \$10,000 to \$15,000 a month for three to four months. So I decided to buy a new house. I decided my family deserved it after all the crap I put them through in the last two-and-a-half years. I bought a place for \$168,000 in 1993. The Bank of Danville needed three to four years of earning history, which I didn't have. So I said, "Set it up on a five-year payment plan instead of 30, 25 or 20." The interest rate was between 10 to 11 percent. My payment was \$3,400 to \$3,800 a month. I wanted the house paid for in five years.

***What were you making by the end of 1993?***

I was making \$87,000 in a month. And by 1994, I had \$1 million put back. In three years, I went from not knowing

if I should still work at Olan Mills to buying a \$168,000 house and completely paying it off.

***When did you first get a check for \$1 million?***

It was in 1996. I was in West Palm Beach and Steve Smith, the vice president of the company, called. "Your check this month is going over \$1 million for the first time." I remember hanging up the phone and thinking how unworthy I was. My grandfather worked hard his whole life and didn't get what I was getting ready to receive. I thought about how my other grandfather worked his whole life, how my father had worked his whole life and never had that much money. I felt so undeserving, and I still feel that way today.

***When did you leave Excel?***

I left around 2000, before it went bankrupt. It changed ownership about three times, and I got out at that point. It was no longer who I was used to working with. I also had an idea for a new company, Fortune. I was about 40 years old then.

***Tell me about Fortune.***

It's 12 times tougher than anything I ever did in my life!

***Your idea for Fortune is unique, and that is a big part of what makes it so successful. What is the company's basic premise?***

My idea was to have a network marketing company that was in no particular industry so it wouldn't be tied to an industry downturn. We wouldn't be run out of business because of a new product. Our idea was to not be any particular type of company.

***That's one of the most ingenious things I've ever heard.***

Well, I'm certainly not a genius.

***Who are some of the companies you are partnered with?***

The Walt Disney Company, Dish, Cingular, True Essentials, FonVantage (Voice Over Internet), HomVantage

# FORTUNE HI-TECH MARKETING PRODUCTS

Fortune Hi-Tech Marketing ([www.fhtm.net](http://www.fhtm.net)) sells a variety of products popular among today's consumers. Products include:

- **Alltel**
- **Choice Plans**  
A variety of drug and medical discount plans
- **Cingular Wireless**  
Cell phone services
- **Dish Network**  
Digital satellite TV
- **Disney Wireless with GPS**  
For children and adults
- **EZ-NetTools**  
Online software and hosting system for your Website
- **FonVantage**  
Broadband phone service
- **Fortune Health Cards**  
Medical savings cards
- **Go Solo**  
Virtual office solution to manage all communications
- **HBB System**  
Home-based, business management system
- **HomVantage**  
Local and long distance phone service from a variety of companies
- **Identashield**  
Identity theft protection
- **Magazines.com**  
Offers lowest subscriptions available online
- **Lamas Beauty**
- **Skytel**  
Paging networks
- **Sprint**
- **T-Mobile**
- **True Essentials**  
Nutritional products
- **UUNET**  
Internet access over the UUNET, QWEST or LEVEL III backbones
- **Verizon**
- **WaterTowne Premium Waters**  
Bottled water (available only in Canada)

(multiple local phone companies and long distance), Skytel, Quest & Level 3 Internet Service, Choice Plan (drug cards), Fortune Health Cards (medical savings cards), Identashield (identity theft protection), Go Solo, Alltel, Sprint, Verizon, T-Mobile, Lamas Beauty and Rewards Mall Shopping. These companies spend millions on advertisements and have no guarantee of getting customers. We deliver customers to them hassle-free.

#### **How did you find these companies?**

In the beginning, there was enough familiarity with my participation in Excel to have companies ask if Fortune could market something for them. From there, we've built a track record and word has a way of getting around. We get pitched deals all the time to offer products. We have to evaluate whether those situations make sense for us and our network of representatives.

#### **How does the business work?**

Someone who becomes a Fortune representative has access to the products and services we offer. They get paid for finding customers, such as a Cingular cell phone account or a Dish Satellite account. They also get paid on customers that other members of their representative organization gather. A hundred people can do more work than I ever can by myself.

#### **Tell me about your compensation plan. That is part of what makes your company so unique.**

I give Billy Stahl credit for this idea. We pay a total of \$570 on a \$299 investment when people gather three customers. One of my reps, Chris Doyle, says that since he joined Fortune in March 2002, we've given over 25 pay increases. The larger the customer base, the more profitable the company becomes, and the more we can put back in the compensation plan.

#### **Can you explain why this is such a beneficial idea?**

When looking at network marketing, you need to ask three questions about the business: 1. How much does it cost for a person to come into the company? 2. How much of that initial cost does the company pay back? 3. What activity is required for the payout?

#### **Once you evaluate these questions, what do you learn?**

If a company charges \$300 to come in, and they pay out \$200 after the representative gets a certain number of customers, you can assume that either the company needs that \$100 to function, or it simply wants the \$100. If they charge \$300 and pay out \$300, you can assume sign-ups from reps are not where they are making money. Now if you go upside down on the scale, like Fortune does, and charge \$300 to come in and pay \$500 going out the door, you can assume

the company is definitely not counting on rep sign-ups to pay its bills. In other words, they must have legitimate products and services or else they couldn't stay in business.

#### **This method has been extremely successful. How many representatives are selling your products?**

Our very first month, we had over 2,000 new representatives. And now we have roughly 45,000 that are active. The good news is that we have a proven track record with how we've done business. And the "even better" news is that number is going to grow significantly over the next three, five and seven years, so it is a great time to take advantage of our opportunity. Our most significant growth is ahead of us, which is great news for our current and potential reps.

#### **How did you get the word out to sales reps?**

Due to my experience in the industry, I knew a few people, and about seven to 10 that I informed of what we were going to be doing with Fortune. We set a launch date and 2,000 people signed up that month. That might sound a bit oversimplified, but in terms of establishing our representative base, that's how it happened.

#### **The company is now international, correct?**

Yes. We are in Canada and the UK.



**Orberson and other corporate staff make personal appearances at Fortune's CRT (Certified Regional Training) events.**

***What is the biggest advantage for companies who use Fortune to gather customers rather than traditional advertising?***

Customer loyalty. The customer retention is unbelievable. Why? Because most of our customers are family and close friends. Remember the quote, "All things being equal, people would rather do business with family or friends. All things being unequal, people would rather do business with family or friends." Customer retention means a greater market share, which increases profits and makes our companies very happy.

***Every MLM company seems to have all kinds of marketing letters, post card campaigns, brochures, etc. to drive people to sign up. In making your money, you basically talked to people. Are you that good of a talker?***

I wouldn't say I am a good talker. I think it's important to communicate with people that I want to see them succeed and really enjoy seeing them succeed. Different people choose different methods of communicating a business with others. I would suggest those who are out there searching for a business — like ours — look for a company that offers some products and services that people are already using or ones that people actually use and need. We talk to warm market customers, so we're just asking friends and family to use products they are already using at a competitive price. I would also suggest looking at a business that allows a residual income to be built on products that are billed in a recurring manner, month after month after month. That way, customers do not have to make a conscious buying decision every month and you don't have to go re-sell the customer each month. For example, I get a cell phone bill every month, and I pay



**Orberson spoke with Fortune representatives at Fortune Fest 2006 to recognize successes in each of the representative's businesses and to introduce new products and services.**

it and go on about my business until I get one the next month. It just becomes a part of my normal activity — there's no big choice I keep making each month. I would also prefer to avoid a business where the only chance to make any money requires that I inventory and deliver products as well as collect money for those products. A true residual income develops when customers keep

buying the services month after month without having to be re-convinced.

***When these national companies come to you to try to get you to sell their products, is this how you determine whether or not you do?***

It certainly plays a part in our decisions. We want to offer as many kinds of those 'recurring' type of products and

services as we can, to alleviate some of the thought out of the process for ongoing customer purchases. It's a big component in building a residual as a representative. Knowing that your customers are going to pay a bill each month allows you to spend time elsewhere if you want. To me, the key is not asking customers to change a lot of their habits. That's how I built a residual as a representative, so I know how important it is. I received money when somebody, somewhere paid their phone bill. We have around 20 current products and they generally work the same way and we will continue to add more in the future.

**Looking back on everything you learned, what do you think is a big reason people fail in their business ventures?**

I had an opportunity to have lunch with Bishop T.D. Jakes in Dallas. My friend, Dr. William James from Toledo,

invited me. Jakes told me, "When we go into business, we prepare for failure. We say, 'If things don't work out this way, then I'm going to do this.'" For example, Jakes told me that when he had his first service at his new church in South Dallas, he set up for 250 to 300 people. But over 1,000 showed up! He realized he had not planned for success. We have to prepare for the tough times, of course. But sometimes we do everything it takes to fail, you know? Very few people out there in life are willing to pay the price for as long as it takes to win.

*Today, Paul Orberon runs a multimillion-dollar international network marketing company. But he hasn't forgotten the lessons he learned when he struggled to put food on the table. In fact, the hardships he went through are a big reason he believes strongly in For-*

*tune's generous compensation plan.*

*"I struggled for two-and-a-half years," he says. "And I tell my wife, Cheryl, that it wasn't a bad thing. If it had been easier, I would be somebody else. I wouldn't have the same attitude about money, which is to disburse it instead of keeping it. I created Fortune for my sales representatives. I wanted to build a company where a regular guy can go out, do some work and make a difference."*

*Looking back, Orberon is pleased with how his life has turned out. "My life has worked out exactly like it's supposed to. Nothing just happens," he says. "Sometimes I think about who I am, how hard my grandfathers worked to make ends meet, and I feel so unworthy. But then I remember that I'm a child of God. And in that sense, I realize that, yes, I'm worth it. In God's sight, I'm worth it."*

## PAUL ORBERSON: THE REST OF THE STORY

### Finding Hope in a Hopeless Diagnosis

By Stephanie Dube

**When did you first realize you were sick?**

My wife and I came in from a movie, and I was doubled over in pain. Within an hour, I was doubled over again, so we went to the emergency room. After the X-rays, the nurse came in with tears running down her face. She said, "You've got a really large mass on your right kidney, and you're going to need immediate attention."

**What did you do?**

I know that I won't live one minute more than I'm supposed to, and God al-

ready knows my day. They told my wife and me that it was cancer, and it was bad. I was 46. I told myself that a lot of people die younger than me, and I should be thankful.

**What happened next?**

I went through tests the next day. The tumor had grown to the size of a softball. I was told I had about half a chance of living a year's time.

**Wow.**

After surgery, I had to go back into the hospital and was down to 132 pounds.

**Paul Orberon's amazing story doesn't stop with his million-dollar business. Three years ago, he received a diagnosis that should have been his death sentence. But true to form, he didn't give up.**

I couldn't walk, couldn't get up and had to use a bedpan. I kept getting worse. I couldn't eat solid food.

**That's terrible. What did you do?**

I told Cheryl, "Get my stuff. I'll take my half a chance at home."

**When you got home, what happened?**

I got an anonymous letter from a lady whose husband was a physician in Michigan. It said, "Cancer isn't that big a deal. You can beat that. Let me give you some names of people, research doctors that you can call."

**Did you find a doctor?**

We hired Dr. William Judy, a research doctor at Bradenton, Florida, who works for Cyber Research. Dr. Judy's first question to me was, "Orberson, you majored in history. How many American presidents have ever died of cancer?" I couldn't think of any. He said, "Don't you find that a little strange?" He had me right there.

**What treatment did you pursue?**

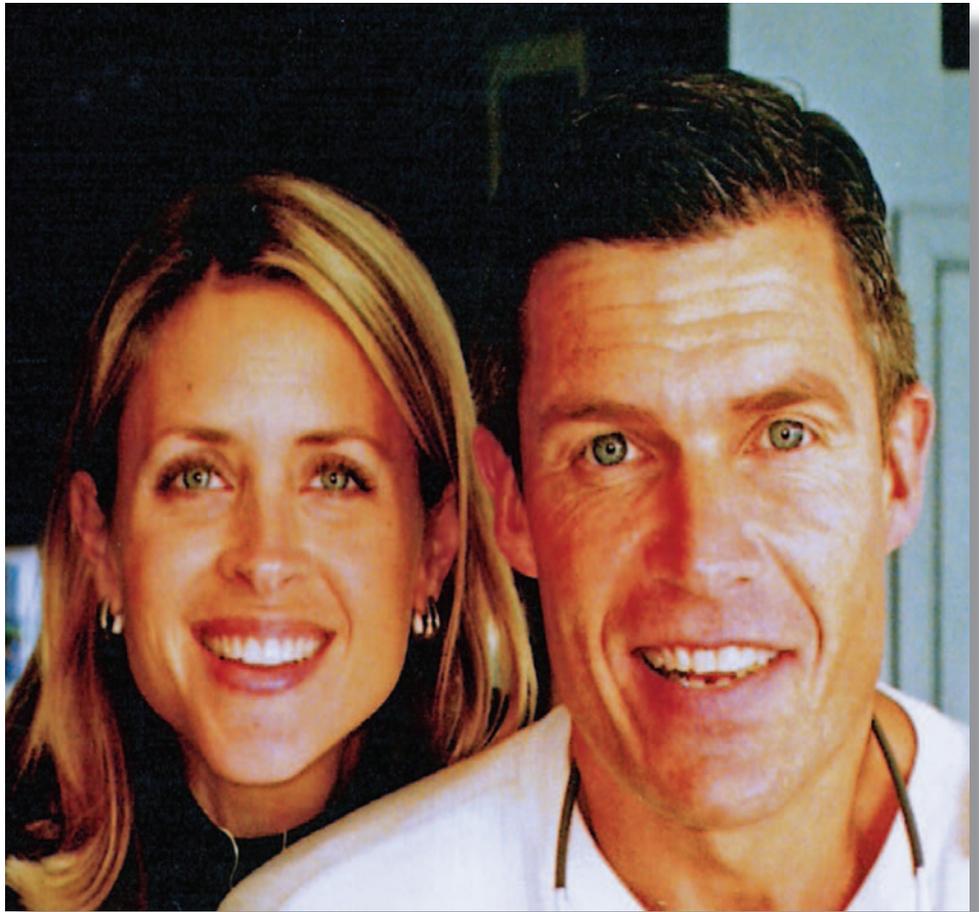
I started reading about getting myself alkaline, where the cancer couldn't live in my body. I started to realize fruit and vegetable blends, to believe broccoli was my friend. I started eating carrots; carotene is good for the cell wall.

**Tell me more about this alkaline idea.**

It's like this. I can tell you something that will not happen to me. I will not get eaten by a shark between the front door and my car. You know why? Because it's not an environment they can live in. And cancer can't live in an alkaline environment.

**How did you learn about this?**

I met Dr. Raymond Francis over the phone and bought his book, *Never be Sick Again*. I started reading Dr. Theodore Baroody and *Alkalize or Die*. We had Robert Young, who wrote *The pH Miracle*. I started reading all these research doctors and met several of them. They all said the same thing: "Cancer — you'll be all right." At first, I thought they were jerking my emotions around. But by the end of six months, I was starting to walk around my neighborhood. After seven or eight months, I started to go back in the office for four or five hours, a couple days a week. Then I went back to jogging. Then I got



Paul and Cheryl Orberson

**Orberson fought his illness. Despite terrifying odds, he and his wife never gave up. He took the same perseverance that he learned during the early years of his work with Excel — when he struggled every day with poverty and exhaustion — and applied it to the most important lesson of his life: SURVIVAL.**

my three-mile time under 21 minutes again on the treadmill. I started lifting weights again. I have been X-rayed periodically, and there have been no signs of recurrence.

**How does "making your body alkaline" work?**

There will never be a cure for cancer. But before I started eating healthier, I was eating a lot of sugar. I dipped tobacco. I drank Coke. Then I learned that you can reverse disease if you keep yourself

alkaline. I do it with a fruit and vegetable blend. I eat broccoli every day without exception, I eat carrots, and I exercise. Cancer hates oxygen and loves sugar.

**Were you able to take something from this and apply it to your business?**

If it weren't for what I went through, we would never be marketing True Essentials today. In November, we're coming out with 64 minerals wrapped around 11 aminos, so you won't have to pop 1,000 pills a day. **MB**