



Synergize Your Biz, .. Enjoy Your Life!

# HOW MY NETWORK MARKETING

WENT FROM

# GLOOM TO BOOM!

*The Frustrations, Lessons, and Discoveries That Changed Everything*



*Dream Again,  
Discover A Coaching Culture,  
Synergize Your Biz,  
Enjoy Your Life!*

BY

## ROME BATCHELOR

ESS LIFESTYLE COACHING

*Synergize Your Biz, Enjoy Your Life!*

<https://EssEnroll.com>



FRUSTRATION

CONFUSION

GIVE UP

START OVER

A NEW CHAPTER

PURPOSE

FREEDOM

TIME

FINANCIAL SECURITY

# **COPYRIGHT**

---

## **First Edition**

Copyright © 2026 Rome Batchelor

All Rights Reserved.

No portion of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the prior written permission of the author, except for brief quotations used in reviews or educational purposes.

Printed in the United States of America.

ISBN: 978-1-963456-01-7

**ESS Lifestyle Coaching**

[ESSEnroll.com](http://ESSEnroll.com)

## DEDICATION

---

*Dedicated to the Holy Spirit, whose wisdom, guidance, and inspiration ultimately gave birth to E.S.S.; to my beloved wife, Tammy; to our children, Jerry, Wesley, and Sandy; and to the many mentors, friends, and leaders who have guided me along the way.*

## SCRIPTURAL FOUNDATION

---

### **John 15:16**

*"You did not choose Me, but I chose you and appointed you that you should go and bear fruit, and that your fruit should remain, that whatever you ask the Father in My name He may give you."*



### **Proverbs 3:27**

*"Do not withhold good from those to whom it is due, when it is in the power of your hand to do so."*



### **James 1:5**

*"If any of you lacks wisdom, let him ask of God, who gives to all liberally and without reproach, and it will be given to him."*



### **Habakkuk 2:2**

*"Then the Lord answered me and said: 'Write the vision and make it plain on tablets, that he may run who reads it.'"*

# ACKNOWLEDGEMENTS

---

**Special thanks to:**

**Bill & Judy Womach  
Larry & Pam Winters  
Dave & Beverly Savula  
Paul & Leslie Miller  
Wayne Sutton**

*for their friendship, leadership, encouragement, and contributions  
over the years.*

Additional thanks to the countless network marketers, customers, leaders, mentors, and dreamers I have had the privilege of learning from since 1983. Many of the lessons, questions, frustrations, and discoveries shared in this book were shaped by your experiences as much as my own.

Most of all, thank you to every person who refused to give up on their dreams despite the challenges. Your perseverance helped inspire the search that eventually led to ESS.

## ADDITIONAL SPECIAL THANKS

---

**A special thank you to:**

**Glen Hutsell**

**Tom Gordon**

**Blake Cale**

**David Pike**

*for your assistance, feedback, encouragement, and valuable input—  
not only toward this little book, but also during the early days of  
E.S.S. Lifestyle Coaching.*

Many of the ideas, conversations, questions, refinements, and insights that helped shape this vision were strengthened through your willingness to share your thoughts, experiences, and perspectives.

Thank you for your friendship, your support, and your contributions to the journey. Your influence is appreciated more than words can adequately express.

## OPENING QUOTE

---

*"Sales creates addition. Leadership creates multiplication.  
ESS recognizes multiplication."*

*— Rome Batchelor*

## TABLE OF CONTENTS

---

<b>Introduction</b> .....	<b>9</b>
<b>Chapter 1 — The Dream</b> .....	<b>11</b>
<b>Chapter 2 — Why Finding Good People Feels So Challenging</b> .....	<b>13</b>
<b>Chapter 3 — The Person I Never Wanted To Become</b> .....	<b>15</b>
<b>Chapter 4 — Why Most People Quit</b> .....	<b>17</b>
<b>Chapter 5 — The Hidden Retention Crisis</b> .....	<b>19</b>
<b>Chapter 6 — The Couple I'll Never Forget</b> .....	<b>21</b>
<b>Chapter 7 — The Day Everything Changes</b> .....	<b>23</b>
<b>Chapter 8 — The Great Rebuild</b> .....	<b>25</b>
<b>Chapter 9 — What Nobody Talks About</b> .....	<b>27</b>
<b>Chapter 10 — Building A Business Or Renting One?</b> .....	<b>29</b>
<b>Chapter 11 — The Mirror</b> .....	<b>31</b>
<b>Chapter 12 — Maybe The Problems Were Bigger Than I Thought</b> .....	<b>33</b>
<b>Chapter 13 — What If Attraction Could Be Natural?</b> .....	<b>35</b>
<b>Chapter 14 — The Questions That Started Everything</b> .....	<b>37</b>
<b>Chapter 15 — The Search</b> .....	<b>39</b>
<b>Chapter 16 — A Discovery I Wasn't Expecting</b> .....	<b>41</b>
<b>Chapter 17 — From Gloom To Boom</b> .....	<b>43</b>
<b>Chapter 18 — Why ESS Was Created</b> .....	<b>45</b>
<b>Chapter 19 — The Story Continues</b> .....	<b>47</b>
<b>Chapter 20 — The Invitation</b> .....	<b>49</b>
<b>About The Author</b> .....	<b>51</b>
<b>Closing Thought</b> .....	<b>53</b>





## The Search Begins

---

Have you ever felt like you were working hard in network marketing, doing everything you were taught, yet still struggling to gain traction?

Maybe you've wrestled with prospecting, watched promising team members quit, faced company changes, or wondered whether all your effort would ever lead to lasting financial security.

If so, you're not alone.

For decades, I watched good people enter network marketing full of hope and leave discouraged. Most weren't lacking desire, talent, or work ethic. They were facing challenges nobody had shown them how to solve.

Many of the struggles they experienced weren't personal failures. They were patterns repeated by thousands of hardworking people across the industry.

You can work harder. Stay positive. Attend every event and learn every script. Yet the results can still feel unpredictable.

*That reality led me to ask a simple question:*

*"What if network marketing didn't have to be this hard?"*

*That question changed the direction of my life.*

This book isn't about selling you anything. It's about sharing the frustrations, lessons, and discoveries that grew out of that search.

Before we talk about what I found, we need to talk honestly about the challenges. Because if you've ever felt discouraged, exhausted, confused, or stuck, you deserve to know you're not alone—and you're not crazy.

Once you recognize the patterns, you begin to see the profession differently. And that's where the real search begins.

## CHAPTER 2



# The Dream

---

Like millions of others, I entered network marketing with excitement.

I saw freedom. I saw possibility. I saw ordinary people creating extraordinary lives.

I watched one of my personal sponsors go from being months behind on rent and having utilities shut off in the middle of winter to earning a multimillion-dollar annual income.

I believed I had finally found something that could allow me to own my life—permanently. And for a while, it was everything I hoped it would be.

**Network marketing is a remarkable concept.**

*Ordinary people helping ordinary people.*

*Relationships creating opportunity.*

*Average individuals achieving extraordinary results.*

I saw people transform their finances. I saw confidence grow. I saw individuals and families regain hope.

Yet despite all of that, I also noticed something troubling. Most people quit.

Not because the profession couldn't work. Clearly it could. The evidence was everywhere.

*The real question was:*

*"Why did it seem to work so well for some while remaining so difficult for so many others?"*

If you've spent any time in the profession, that question probably hits you right between the eyes. Because you've seen it also.

You've watched talented people disappear. You've watched enthusiastic people fade away. You've watched people with huge dreams quietly walk out the back door. Meanwhile, others seemed to catch lightning in a bottle.

The inconsistency wasn't just confusing. It was impossible to ignore.

Eventually I discovered something nobody had prepared me for. The business itself wasn't the problem. Finding the right people—and perhaps even more importantly, the systems we relied upon—was.



## Why Finding Good People Feels So Challenging

---

Here's the uncomfortable truth most network marketers eventually discover:

**The hardest part of building a business isn't selling a product, learning a presentation, or mastering a compensation plan.**

*"It's finding interested, coachable people who do what they say they'll do."*

Most people begin with enthusiasm. They make a list:

- ◆ Family
- ◆ Friends
- ◆ Coworkers
- ◆ Neighbors
- ◆ Social media contacts

At first, opportunity seems everywhere. Then reality arrives.

- ◆ People say no.
- ◆ Others avoid the conversation.
- ◆ Some seem interested, make promises, and disappear.
- ◆ Appointments get scheduled and missed.
- ◆ The person you thought would become a leader never takes action.
- ◆ The excited prospect vanishes.
- ◆ The superstar recruit joins and does nothing.

After enough of these experiences, you begin questioning yourself:

*Did I say the wrong thing? Am I talking to the wrong people? Am I in the wrong company? Can I even do this?*

The challenge isn't one rejection. It's the accumulation of hundreds of small disappointments. Hope. Excitement. Letdown. Frustration. Repeated again and again.

There had to be a better way. And maybe the answer wasn't found in what we had been taught.

## CHAPTER 4



# The Person I Never Wanted To Become

---

One of the most painful discoveries in network marketing had nothing to do with rejection. It had to do with identity.

Most people never join network marketing because they dream of becoming salespeople. Yet many organizations intentionally train builders to approach the business as sales—or at least in a salesy way.

- ◆ Friends become prospects.
- ◆ Family becomes a contact list.
- ◆ Conversations begin to feel transactional.

People start avoiding social situations because they fear hearing: "So, what are you selling now?"

Many good-hearted people leave not because they dislike helping others. They leave because they dislike feeling pushy. They dislike feeling salesy. They dislike feeling like they're chasing people.

**I loved helping people. I hated feeling like I was chasing them.**

Friends stopped returning messages. Family members avoided conversations. People feared becoming "that always selling network marketer." The one everyone dodges. The one nobody wants to see coming.

People never joined to become a pest. They joined to create a better life for themselves and spread the good news to others.

*That naturally led me to another question:*

*"What if building could actually become enjoyable again?"*

## CHAPTER 5



# Why Most People Quit

---

One of the biggest misconceptions in network marketing is that people quit because they're lazy or losers.

**In my experience, that's rarely true.**

*"Most people quit because they become discouraged or because things stop being fun."*

They joined excited. Then came the anxiety before making calls. The fear of rejection. The discomfort of prospecting. The frustration of explaining the same thing over and over.

Eventually, the emotional weight becomes heavier than the dream. And people quietly walk away.

Not because they stopped wanting freedom. Because the process stopped feeling enjoyable.

**People can tolerate hard work. What they struggle to tolerate is endless frustration without progress.**

For many people, the dream never really dies. It simply gets buried under disappointment. Buried under unanswered messages. Buried under canceled appointments. Buried under people who promised to show up and never did.

The sad reality is that most people don't quit because they stop wanting a better future. They quit because they begin to believe that future may never arrive.

*And that led me to another important question:*

*"What if frustration wasn't supposed to be the normal experience?"*

## CHAPTER 6



# The Hidden Retention Crisis

---

Most conversations in network marketing focus on recruiting. Very few focus on retention.

*"Yet retention may be one of the profession's biggest challenges."*

People leave. Customers leave. Leaders leave. Teams shrink. Organizations that took years to build can unravel in months.

**And the cycle begins again.**

Many leaders never talk about this openly. The culture often encourages positivity over honesty. But privately, many leaders have experienced the quiet anxiety of watching what they built slowly disappear.

The business can feel less like ownership and more like temporary access. You build. People leave. You rebuild. The process repeats.

*That reality eventually forced me to ask a difficult question:*

*"What if the retention crisis wasn't accidental? What if there were structural reasons people kept leaving?"*

If so, better training alone might not solve it. Better leadership alone might not solve it. Better products alone might not solve it.

**Maybe we needed to examine the foundation itself.**

## CHAPTER 7



# The Couple I'll Never Forget

---

Years ago, I met a couple who had worked hard in network marketing for nearly a decade.

They had done everything right. They built a team. They earned recognition. They achieved ranks most people only dream about.

**Then the company made changes.**

New leadership came in. Compensation structures shifted. Key products changed. The culture that had once attracted their team began to erode.

Over the following months, their team began to fall apart. Leaders left. Customers disappeared. The income they had spent years building faded faster than anyone expected.

When I spoke with them, what struck me most wasn't their disappointment. It was their disbelief.

*""We did everything they told us to do. We believed in the system. We believed in the company. And then it was just... gone.""*

They weren't alone. I've met hundreds of people with nearly identical stories.

Hard work. Real results. Then circumstances beyond their control changed everything.

That conversation never left me. And it added another question to my growing list:

*"What if there was a way to build that didn't depend entirely on circumstances you couldn't control?"*

## CHAPTER 8



# The Day Everything Changes

---

For most people, there is a moment.

It doesn't always arrive as a dramatic event. Sometimes it comes quietly. A conversation that goes differently than expected. A team member who simply stops calling. A paycheck that reflects months of effort—but not enough to justify continuing.

For me, there were many such moments over the years.

But there came a point where the accumulation of those moments reached a threshold I could no longer ignore.

*"I had to ask myself an honest question: Is this sustainable? And is this what I truly want?"*

*Not just financially. But emotionally. Relationally. Spiritually.*

That kind of honest self-examination doesn't come easily when you've invested years into something. When your identity is tied to a profession. When your relationships are built around a network.

But the questions wouldn't stop.

**And eventually, I realized that refusing to ask them wasn't strength. It was avoidance.**

*The day everything began to change wasn't a day when things got easier. It was a day when I finally became willing to look at things differently.*



## The Great Rebuild

---

If you've been in network marketing long enough, you know what rebuilding feels like.

- ◆ A key leader leaves and takes part of the team.
- ◆ A company changes its compensation structure.
- ◆ A product gets discontinued.
- ◆ The market shifts.
- ◆ Life happens.

**And you start over. Again.**

I've rebuilt more times than I care to count. And I've watched countless others do the same.

What strikes me about the rebuilding cycle isn't that it exists. Building anything meaningful involves setbacks. What strikes me is how common it is—and how rarely anyone talks about it honestly.

The culture often teaches that rebuilding is simply part of the process. That the answer is persistence. That you just need to stay positive and keep going.

There's truth in that. Persistence does matter. But I began to wonder whether persistence alone was enough—or whether there were structural reasons that made rebuilding so frequent and so emotionally costly.

*"What if there was a way to build something more permanent? Something less vulnerable to the circumstances that so often disrupted everything?"*



## What Nobody Talks About

---

In most network marketing organizations, there are things nobody talks about openly.

Not because people are dishonest. But because the culture often discourages difficult conversations. Positivity is celebrated. Challenges are minimized.

- ◆ Nobody talks about how hard prospecting really feels.
- ◆ Nobody talks about the anxiety of approaching people.
- ◆ Nobody talks about the relationships that became strained.
- ◆ Nobody talks about the income uncertainty.
- ◆ Nobody talks about the quiet fear that it might never work.

**And because nobody talks about these things, people assume they're alone.**

They conclude that their struggle is personal failure. That others have figured it out and they simply haven't.

*"The silence creates shame. And shame drives people away—quietly and permanently."*

What if people could talk honestly about the challenges without being seen as negative?

What if acknowledging the real difficulties was the first step toward solving them—rather than a sign of weakness?

That possibility stayed with me. And it eventually became one of the foundations of what I began searching for.



## Building A Business Or Renting One?

---

This is a question most people in network marketing never ask. But perhaps they should.

*"When you build a network marketing organization, do you own it? Or are you simply renting temporary access to it?"*

Think about what that question really means:

- ◆ If the company changes its compensation plan, you can't stop it.
- ◆ If products get discontinued, you have no control.
- ◆ If leadership changes the culture, you must adapt or leave.
- ◆ If the company closes, your income disappears overnight.

**In most cases, a network marketing distributor builds the business—but the company owns it.**

That doesn't make network marketing wrong. It simply raises an important question about long-term security.

Traditional business owners have equity. They can sell their businesses. They can pass them to their children. The value they create has permanence.

For most network marketers, that permanence is far less certain.

*That realization led me to wonder:*

*"What if there was a way to build something that provided greater stability and a stronger sense of true ownership?"*

## CHAPTER 12



# The Mirror

---

There comes a moment in every serious person's journey when they have to look in the mirror.

Not to assign blame. But to be honest.

After years of challenges, patterns, frustrations, and rebuilding, I had to ask myself some hard questions:

- ◆ Had I approached the business in ways that pushed people away?
- ◆ Had I prioritized building over relationships?
- ◆ Had I ignored warning signs because I wanted the dream so badly?
- ◆ Had I continued methods that weren't working simply because they were all I knew?

**The honest answer to some of those questions was yes.**

Not because I was a bad person. Not because I didn't care about people. But because I had been taught a certain approach and followed

it faithfully—even when that approach wasn't producing the results I hoped for.

The mirror moment isn't about self-condemnation. It's about self-awareness.

**And self-awareness is where genuine change begins.**

*"You can't change what you refuse to examine. But once you see clearly, you can choose differently."*



## Maybe The Problems Were Bigger Than I Thought

---

Eventually I began noticing something. The problems weren't isolated. They were connected.

- ◆ Recruiting challenges
- ◆ Retention issues
- ◆ Constant rebuilding
- ◆ Limited ownership
- ◆ Sales pressure
- ◆ Instability
- ◆ Emotional exhaustion

At first, I viewed these as separate frustrations. Separate obstacles. Separate challenges.

But over time, a different picture began to emerge. The more I observed, the more I realized these weren't individual experiences. They were recurring industry-wide patterns.

People struggled to recruit because they disliked feeling salesy. People quit because the process stopped being enjoyable. Teams struggled with retention because people didn't always feel appreciated or connected. Leaders rebuilt because circumstances beyond their control repeatedly disrupted what they had created.

**The symptoms appeared different. But the underlying causes often seemed related.**

That realization forced me to pause. Because if the problems were connected, then perhaps the solutions needed to be connected as well.

*"Maybe we didn't need another compensation plan. Maybe we needed a different framework. A different foundation. A different way of thinking."*



## What If Attraction Could Be Natural?

---

For years I watched people struggle with prospecting. Not because they lacked desire. Not because they lacked intelligence. Not because they lacked work ethic.

*"They struggled because they disliked chasing people. They disliked convincing people. They disliked feeling like they were bothering people."*

**That led me to a powerful question: What if attraction could be natural?**

- ◆ What if people could qualify themselves instead of being persuaded?
- ◆ What if relationships mattered more than transactions?
- ◆ What if conversations felt authentic instead of scripted?
- ◆ What if building could become enjoyable again?

The more I considered those questions, the more they changed how I viewed the profession.

Most people don't enjoy being sold. Most people do enjoy discovering something meaningful for themselves.

The distinction may appear small. But the implications are enormous.

**Perhaps the future belonged to those who became better identifiers rather than better persuaders.**

People who learned how to recognize readiness rather than create it. People who learned how to attract builders rather than chase prospects.

*And that realization became another important piece of the puzzle.*



## The Questions That Started Everything

---

The breakthrough didn't begin with answers. It began with questions.

Not one question. Many questions. Questions that refused to go away.

Questions born from years of experience. Years of victories. Years of disappointments. Years of observing patterns that seemed to repeat themselves again and again.

*Among those questions were some very simple ones:*

- ◆ What if people could qualify instead of being sold?
- ◆ What if teams could become more stable?
- ◆ What if rebuilding could become something from the past?
- ◆ What if there was a better way?

At first those questions seemed almost too simple. But the longer I considered them, the more powerful they became.

- ◆ Questions challenge assumptions.
- ◆ Questions expose weaknesses.
- ◆ Questions reveal possibilities.
- ◆ Questions open doors that were previously invisible.

Looking back, I now realize something important. The questions themselves were gifts. Because without them, I might never have searched. And without the search, I might never have discovered what was waiting on the other side.

*"Sometimes a single question changes everything."*



## The Search

---

I spent over 40 years learning, observing, failing, rebuilding, and searching for answers.

- ◆ I studied what worked.
- ◆ I studied what failed.
- ◆ I listened to leaders.
- ◆ I listened to former distributors.
- ◆ I listened to those who stayed the course and those who quietly walked away.

At first, the search seemed focused on finding a better company. A better product. A better compensation plan. A better presentation. A better system.

**But over time, something changed.**

The search became less about finding a better company and more about understanding deeper principles.

Companies changed. Products changed. Compensation plans changed. Leaders changed. Yet many of the frustrations remained remarkably similar.

**The search became a journey of understanding.**

- ◆ Understanding people.
- ◆ Understanding systems.
- ◆ Understanding duplication.
- ◆ Understanding retention.
- ◆ Understanding relationships.

*And eventually, the search led me to a discovery I never expected.*



## A Discovery I Wasn't Expecting

---

What I discovered wasn't another company. It wasn't another compensation plan. It wasn't another product. And it wasn't another presentation.

*"Instead, I began seeing principles. Patterns. Ideas. Approaches. Building philosophies that seemed to operate beneath the surface of everything else."*

- ◆ Relationships mattered more than transactions.
- ◆ Culture mattered more than hype.
- ◆ Retention mattered more than constant replacement.
- ◆ Leadership mattered more than persuasion.
- ◆ Duplication mattered more than individual performance.

Then something happened that I still find difficult to explain without sounding unusual.

*"The total solution came as an answer to prayer."*

For decades I had searched. Studied. Observed. Questioned. Learned. Rebuilt. And continued searching.

Then, over time, what once seemed like separate pieces gradually came together into a unified picture.

The result wasn't merely a new idea. It was a new perspective. A new way of viewing the profession. A new way of viewing leadership. A new way of viewing the future.

**And that discovery changed everything.**



## From Gloom To Boom

---

The transformation wasn't that everything suddenly became perfect. It was that everything became different.

- ◆ Hope returned.
- ◆ Excitement returned.
- ◆ Vision returned.
- ◆ Fun returned.

For years, frustration had slowly become accepted as a normal part of the profession. People expected rejection. They expected disappointment. They expected rebuilding. They expected struggle.

### **Then something changed.**

The business felt lighter. The future felt brighter. The dream that originally attracted so many people to network marketing began feeling attainable again.

**Not because it became easier. Because it became clearer.**

The search had started in gloom. Discouragement. Questions. Frustration. But it was leading somewhere very different.

- ◆ Toward hope.
- ◆ Toward vision.
- ◆ Toward renewed belief.
- ◆ Toward a brighter future.

*"And that journey—from gloom to boom—became much more than the title of this book. It became a transformation of perspective."*



## Why ESS Was Created

---

ESS was not created because network marketing is broken. It still works. In fact, it has helped countless people improve their lives.

**But over time, I became convinced that something was missing.**

Many of the frustrations people experienced continued repeating themselves decade after decade:

- ◆ The same challenges.
- ◆ The same disappointments.
- ◆ The same rebuilding cycles.
- ◆ The same retention issues.
- ◆ The same prospecting struggles.
- ◆ The same concerns about long-term stability.

The more I observed these patterns, the more I believed people deserved a better experience. Not necessarily a different profession. A better experience within the profession.

That belief eventually became one of the driving forces behind ESS.

**The goal was never to replace network marketing.**

**The goal was to enhance it.**

- ◆ To strengthen relationships.
- ◆ To improve retention.
- ◆ To create greater stability.
- ◆ To make the journey more enjoyable.
- ◆ To help people experience more of what originally attracted them to the profession.

*Hope. Freedom. Community. Growth. Possibility.*



## The Story Continues

---

This book was never intended to tell the entire story. Its purpose was much simpler.

- ◆ To explain the frustrations that inspired the search.
- ◆ The disappointments.
- ◆ The questions.
- ◆ The rebuilding.
- ◆ The discoveries.
- ◆ And ultimately, the hope that emerged from the journey.

The truth is, no single book could fully explain everything learned over more than four decades in the profession. Nor should it.

*"Some lessons are better experienced than explained.  
Some discoveries are better explored through  
conversation than through chapters."*

Because the story is still being written. The future continues unfolding. New ideas continue emerging. New lessons continue appearing.

**And perhaps that includes you.**

*Perhaps your story is only beginning. Perhaps the next discovery is closer than you think. And perhaps one conversation could change everything.*

## CHAPTER 21



# The Invitation

---

## Want To Know What Changed?

This book was intentionally written to describe the frustrations. Not the entire solution.

The purpose of this book was not to explain ESS. The purpose was to help you discover whether the same frustrations that inspired ESS might also exist in your life.

*If, while reading these pages, you found yourself nodding your head and thinking:*

*"That's exactly what happened to me."*

*Or:*

*"That's exactly what is happening to me right now."*

**Then you already understand why this search mattered.**

## ESS UNVEILING

*A Different Conversation About The Future Of Network Marketing*

**During this special online presentation, you'll discover:**

- ◆ The story behind ESS
- ◆ The principles that inspired it
- ◆ Why people are becoming excited about it
- ◆ Whether it may be a fit for you

**No pressure. No obligation. No chasing.**

*Just information. Just ideas. Just an opportunity to explore.*

**Visit:**

**ESSEnroll.com**

*Or contact the person who shared this book with you.*

*"One conversation can change everything. Sometimes a new future begins with a single question. Perhaps yours begins today."*

## ABOUT THE AUTHOR

---

Rome Batchelor has been involved in the profession of network marketing since 1983.

Over the course of more than four decades, he has experienced the highs, the lows, the victories, the disappointments, the lessons, the rebuilds, and the discoveries that have shaped his perspective on leadership, duplication, retention, and long-term success.

Rome is also a proud United States Army Veteran and has dedicated much of his life to helping people discover greater opportunities, stronger relationships, and a more enjoyable path toward personal and professional growth.

*Longtime friend and business partner Wayne Sutton offered this observation:*

*"Rome is one of the most visionary leaders I know in the profession of network marketing today. More importantly, he is a man who genuinely cares about people and seeks to make a positive difference in their lives."*

**— Wayne Sutton**

Today, Rome continues to learn, teach, coach, and explore new ways to improve the network marketing experience for ordinary people pursuing extraordinary lives.

**ESS Lifestyle Coaching**

**ESSEnroll.com**

## CLOSING THOUGHT

---

My sincere prayer is that you never lose hope, never stop growing, and never stop believing that your best days may still be ahead.

If this book has reminded you that your frustrations are not unique, your dreams are not foolish, and your future is not finished, then it has accomplished its purpose.

*The future belongs to those who continue learning, continue serving, and continue believing that greater possibilities still exist.*



*To The Top,*

**Rome Batchelor**

ESS Lifestyle Coaching

[ESSEnroll.com](http://ESSEnroll.com)



# WHAT IF THE PROBLEM WASN'T YOU?

For decades, network marketers have been told to work harder.

*Make more calls. Talk to more people.*

*Attend more meetings.*

*Stay positive. Never quit.*

Yet despite all the effort, millions still experience the same frustrations:

- ◆ Rejection after rejection
- ◆ People who say they want more but never take action
- ◆ Team members who disappear
- ◆ Constant rebuilding
- ◆ Company changes beyond your control
- ◆ Leaders leaving
- ◆ Income uncertainty
- ◆ The feeling that you're working harder than the results justify

Eventually many begin asking themselves difficult questions:

*"Am I the problem?"*

*"What am I doing wrong?"*

*"Why does this seem so much easier for some people than others?"*

After more than four decades in network marketing, Rome Batchelor discovered something surprising.

**Many of the frustrations weren't personal failures at all.**

They were recurring patterns.

Patterns affecting thousands of good people throughout the profession.

In this thought-provoking and emotionally honest book, Rome shares the challenges, stories, lessons, and discoveries that led him on a decades-long search for answers.

## YOU'LL EXPLORE:

- ✓ Why finding builders feels so difficult
- ✓ Why sales pressure drives many good people away
- ✓ The hidden retention crisis affecting the industry
- ✓ The emotional cost of repeatedly rebuilding
- ✓ The difference between building a business and merely renting access to one
- ✓ Why long-term security remains a concern for many leaders
- ✓ The questions that eventually changed everything

This is not a book filled with hype.

**It is a book filled with hope.**

*A hope that perhaps there is a better way. A more enjoyable way. A more sustainable way.*

A way that allows people to truly enjoy their life while building meaningful relationships and helping others.

The journey described in these pages eventually led to a discovery called ESS.

But this book is not about the solution.

**It is about the search.**

And perhaps that search is about to become yours as well.



REQUEST YOUR INVITATION TO THE

## ESS UNVEILING

A SPECIAL ONLINE PRESENTATION

DISCOVER:

- ◆ The story behind ESS
- ◆ The principles that inspired it
- ◆ Why people are becoming excited about it
- ◆ Whether it may be a fit for you



ZERO PRESSURE.



ZERO OBLIGATION.



ZERO CHASING.

SCAN HERE



OR VISIT:

[ESSENROLL.COM](http://ESSENROLL.COM)

“

*Sales creates addition.  
Leadership creates multiplication.  
ESS recognizes multiplication.*

”

**\$9.97**

