

# What is the

## *"RWB"*

RWB stands for Red White Blue. It is a step-by-step process for building a very good income at home using the power of the Internet, email, and Network Marketing combined. Red White Blue represents the first three levels to building a very good income which will continue to pay you for the rest of your life.

But before I explain more of the details of what the "RWB" process is all about, I want to first introduce myself to you so that you have a better understanding of how this process came about.

My name is Bob Andolina and I am the Author of the RWB process. I have been in this business for 25 years and have done just about every program that became available over these years. There has been a lot of them and I have had above average success. But what I discovered a few years ago was that it was better and more important to have a process than a program. There is a BIG difference!

Very few people even know or understand this concept or the RWB process because it is a bit ahead of its time. However, it works great for those who do understand it and are now using it to build their future incomes. Over the last two years, the RWB process has been growing much faster and will continue at this pace for at least the next 10-20 years as more and more people learn about it!

Network Marketing has also been growing but it is has also been evolving over the past 50+ years that it has been around. It has seen a lot of changes over these years and at a much faster pace ever since I first came into this industry some 25 years ago. It is now beginning to reach its next new level of growth due to the Internet and the thousands who are now on-line with an email account. More and more people are beginning to see the benefits of working at home, and due to this new technology, they can now do so in this industry very effectively.

But what has also happened over the last 50 years is that this industry has gone from one extreme to the other. In other words, from person to person word of mouth advertising, to person to Internet Web site advertising. Another way to say this is that it has gone from off-line marketing to on-line marketing. Network Marketing and Internet Marketing both work but they both have their draw backs in today's world.

Network Marketing will always need and have the personal relationships people form with each other. Without that, this industry would never work. Internet Marketing, on the other hand, has no relationship with its people, it just sells, period. In many cases it fails to do even that.

Many networkers are starting to find problems when using the many Web tools now available to try to build their Network Marketing businesses. These tools are good but only after one shares this business with others. These tools become support tools to further stress the importance of the business as well as the products. But, they don't and can't replace people.

That is where the RWB comes in and why it works so well. It uses the old tried and true methods of building relationships with people as well as the advanced tools such as email and Web sites such as this one to tell the story. But that is the key, a balanced approach using the best of both off-line and on-line methods. And to top this all off, teaching people exactly what to do, what to say, and what to teach others to do, there simply is nothing else left to do except, do it again and again as you increase your income to the point you want it to be!

**I just happen to be one of the lucky ones to see what others did not or could not see. I then acted on it to produce the RWB process for myself as well as the many thousands who are now using it. I don't claim to know everything there is to know about this business, but I did see what was wrong with how things were being done in this business and why so many were failing at it. I just simply fixed it.**

**Maybe I was able to do this because I was once a top car mechanic for 16 years before going full time in this business and so I already enjoyed fixing things. There is nothing better than a fine tuned engine that purrs and that is how I now feel about this business. Some nights I have a hard time falling asleep because I can't wait to get to the next days appointments!**

**Now I, and many others, are getting to ride this new wave of growth and you can to, if you decide to join in on this excitement. Becoming a RWB owner will just make it that much more fun for you as well as very financially rewarding! It removes the guess work and allows you to get down to building your income from day one instead of wasting valuable time trying to figure out what to do.**

**That is one of the main reasons why the RWB is different. The RWB is not just another program, it is a complete step-by-step process that is easy to use as well as easy to teach, which is so important in this industry for a person to have huge success. One of the main reasons why 90% of the people fail in this industry is because they were never taught a process to follow in the first place or the person teaching them continues to change the process over and over again.**

**That is why I, and many others in this business, have jumped from program to program when building our businesses. Network Marketing was evolving and we were evolving with it. Some were fortunate to ride the first wave of growth in the 70's but now a second and a much bigger wave is happening. You could say it is like a tsunami!**

**So the best way to explain this process is to tell you why & how I came up with this process in the first place as well as how & why it works.**

**The RWB process came about in January 2004 out of desperation on my part. I had suffered a health crisis and was no longer able to work my business as I always did in the past. So I went on a search for a way to build this business differently at home instead of from home. I was told it could not be done this way so that was all I needed to hear to launch me on my search.**

**This led me to researching all the top companies in this industry as well as top Networkers who had some of the fastest and largest growth in the industry. These were all outside of my company for I was looking for new and better ways to build, not more of the same concepts that were being taught by some the old timers in the business.**

**I guess you could say I was looking for fresh new ideas without re-inventing the wheel. It would be like I was looking to install rubber on the wheel because I felt it would be a much better ride than just using a wooden wheel. After I did, I found it was much better than I expected!**

**Part of my research led me to become a prospect for different companies to see how they would market their products as well as their opportunity to me. I was not looking to copy them, for they all did things differently. What I was more interested in learning about, was what all of them did to build their businesses, to see how they related to each other. I did this from person to person and company to company for months. I was looking for the common thread that ran through all of them.**

**During these months, I was also consuming every new book I could find written on the subject and read them in days instead of months. I had already owned a very large library built over the years but I wanted the very latest I could find, again, for fresh ideas. While I was waiting for one book to come in, I re-read the others highlighting each one and then writing notes down to help me pull them together.**

**Adding all of this together, plus the 25 years of experience I already had, it was starting to cause me to have a much different vision from what I once believed about this business in the past. But again, I was looking for the common thread and was now starting to find it little by little. Like a puzzle, putting it together piece by piece so that I could see the big picture.**

**Then one day my second level business leader asked me to help her with a new business prospect who was interested in learning about our business. She could not work with her because she and her husband were moving south for the winter and would not be around to train her. I agreed to do this as her upline but later I got thinking; "Why was I building her business for her while she was going down south to retire and play golf?" Something just was not right with this picture and it got me thinking even more about how this business could be built differently.**

**That night I woke up with an idea and went down to my office and wrote it down. I tried to go back to sleep but I could not fall to sleep because I just kept thinking about this idea. I was too excited about what came to mind and so I returned to my office and continued to work the idea out on paper the rest of the night. It was starting to come together but I had not tested it yet. So I thought I would with this new prospect later that same day for I already had an appointment set up with her.**

**When this prospect came over I ask her a question. "Do you want to make a little extra money by selling these products, or do you want to make a lot of money by building a network marketing organization?" She said a lot of money. I then said "Can I ask you a question?" She said yes and so I asked her this question which I still teach today:**

**"If there was a way you could earn an extra 5, 10 or \$15,000 or more per month, and you could do it from your home, and it would not take much away from what you are doing now, would you be open to spend about 10 minutes with me on the phone to learn how it is done?"**

**She said Yes!!! But she was there with me in person so I showed her how the RWB would work and she fell in love with the concept in only 10 minutes! That's right, only 10 minutes! I was taught and always believed that you needed to spend about 30-45 minutes with a person to explain this business but I found that this was no longer true.**

**People are very busy today and time is very special to them. Think about it, do you need this much time to share a good movie or a good restaurant with someone? That's really what this business is all about. Sharing what you found and believe to be helpful to you with others. It is something we all do everyday, but in this case, we get paid for doing it. We can make a living doing this as well as a very rewarding lifestyle teaching others how to do the same.**

**Ever since that first day with that prospect, I continued to do all my appointments this way except by phone, because it only required 10 minutes and saved both of us a lot of travel time. This includes training calls, 3-way calls, and even weekly business meetings are now done by conference call. This way everyone can be there no matter where they live. It is also easier for everyone to attend because nobody has to hire a babysitter any more because they don't have to leave their home to attend! There sure is a lot less no-shows doing it this way and better yet, people love doing it!**

**So basically the RWB process is done over the phone in about 10 minutes. At the end of the call, which is a script for the business builder to read and to follow, the prospect will be either interested in the business, in the products, they may know someone who would be, or they may be interested later down the road. The point is, it took only 10 minutes to find this out and learn what interest they do have and at what level if any!**

**If their interest is in the business, we then start them down the training path with the first set of training emails to set them up to prepare to launch their business. They will know exactly what to do and more importantly what to say to invite others to take a look. And the most important part is that they know exactly how and what to teach so that it duplicates.**

**If a person has an interest in using the products only and not the business, we then transition them into what is called the "Cash Back Consumer Co-Up Reward Program" or CBC. This program helps the consumer get larger discounts on their products as well as enjoy a downline being built for them by the upline leader. If they change their mind later and decide they want to get more into the business once they see how great the products are, they can then take ownership of this downline. At that point, all they would need to learn is the RWB process so they can continue to build into the future.**

**The next step with a new business builder is to have them field test the products and read the first RWB training emails. Once that is complete, we do a planning meeting with them following a outline and then set some appointments to do together by 3-way phone call to help them launch their business. As they continue to work with their leader, they will receive 3 more emails for advanced training and then 3 more advanced training II emails which teaches them a few more steps of the RWB process such as the scripts to use.**

**At this point, their training is complete and they are now earning an income. However, they are just beginning. As they continue to repeat the steps of the RWB process with others in their downline, they will continue to get more and more confident as well as efficient because they know exactly what to do. They are not changing what they do every 90 days. They just stay focused on the steps of the RWB process and do it over and over again. The only thing left to work on learning at this point is their own self-development. We help and make suggestions in this area as well.**

**The last phase of the RWB process is the RWB weekly conference call. Each week we go over the steps of the RWB and have different leaders take part in the calls. This is like a weekly meeting except everyone can attend no matter where they live around the country. This call is also a formatted outline as well so that it continues to be very duplicatable for each leader to run their own weekly call when their group has grown and they feel the need to do so.**

**So the RWB plan is a fast and simple way to contact people to see if they have an interest in what you are offering and to learn how you can best help them. If they do have any interest, Plan A, B, C or D, you pass on this information to them and repeat the process all over again. The training is emails and on job training as you work together by phone. The products are consumed by everyone so as your group grows, so does your volume and monthly cash profit.**

**Find 6 who want to earn money and are willing to follow you, and you have at least 700 in product group volume. Teach them to do the same and you will have 36 more doing at least 100 PV each. Now you have 4,300 PGV. Continue to do the math and you will find that at the next level you will be looking at 25,900 PGV.**

**This is from everyone only doing 100 PV. Our family does between 300-400 PV every month so if everyone averaged just 200 PV you would then be running 51,800 PGV! Keep in mind that everyone will also have consumers in their group, which we have not even counted in these figures and some will build very large downlines in which you earn overrides!**

**As of today's date, I have taught this process to over 140 business organizations of all levels of success outside of my own organization, including 4 top leaders in our company. I continue to get more requests each week from leaders all over the country as well as from Canada. In fact, teaching this process to other field leaders has become a second business for me now but to tell you the truth, it was not in my plans at the very beginning.**

**But I love to help as many people as I can and I have done so over the years including from my other Web sites. I have enjoyed providing a lot of free information over the years but the RWB is different. This process is something that needs to be taught to a person, not bought or even given away.**

**Because of this I have decided to make myself available to those who want or need my help outside of my own sales organization. I do have to charge for my time as your personal coach on this if you are not in my organization, but it is a small fee for what it will do for your business as well as your income. Just ask anyone who is using it and you will see a new excited business builder!**

**I offer this process two different ways.**

**1.) Web training. This is where you are given a user name and password to a training Web site where you will read and listen to me walking others through the process every step of the way. You will also receive all of the training emails and you will own the copyrights to market it downline to your group at no extra charge. You will be reminded each week about the weekly calls and who may be a speaker that week and I will support you for life.**

**2.) The second way is personal training, which is the way I have always done it for the first two years. This is where I walk you through the process live one to one, exactly how you will would do it with your business prospects. This is more time consuming on my part for we even do some appointments together with your prospects to get you started much faster and there is some personal coaching in between calls. That is why it cost more for the personal training, however, a lot of people like the idea of me being there live to do appointments with them and their prospects so I continue to make this option available.**

**If you wish to request a contract for my services, please [Click Here](#)**

**If you are not a current member of our company, but wish to build a business to earn additional income, either get back to the person who is teaching you, or if you do not have a personal coach at this time, and wish to retain my services, contact my office directly by email at [bob@youfoundyourfuture.com](mailto:bob@youfoundyourfuture.com) and I will get you started or answer your questions.**

**If you are part of our organization, or you are a downline of a sales leader outside our organization, who is also an owner of the RWB process, there would be no charge to you. Simply get in touch with your leader or us and we will take it from there.**

**If you are interested in taking the next step, we would set up a phone interview to answer all of your questions and to walk you through the first part of the process to see if you like it. If so, we will then get your account set up and start you in the training process ASAP.**

**You must make a commitment to use any process for it to work for you and the RWB is no different. However, many people, including myself, love to use it and are having the fun of our life! That is one of the reasons why it is so good.**

**In fact, here is some of the ways your days may go for you as you use the RWB process:**

**When I contacted one of my old members a few levels down about the RWB, who I never met before, I was surprised to what she said to me. She said that I was a blessing to her for calling her. She said that she is a single mom of three children and works during the day while her mother watches her children. However, she has been looking for a way to earn more money working from home in the evenings.**

**She did not think about doing this business because she knew she would have to go back out to do appointments and meetings with other people. In order for her to do this, it would mean she would have to get someone to watch her children again at night as well, which she did not want to do. She was thrilled to learn about the RWB process and that she could work it at home. She could not wait to get back on all of the products and start in the business!**

**In another case, I did 4 business appointments between 7:00 PM – 8:30 PM. The first was with a builder I was training in another state and her prospect. He sponsored that night as a 2nd new builder for her. Next I did 2 for a builder a few levels down from me. Both of them also sponsored, one as a builder and the other as a consumer.**

**I did a few calls myself that same night and caught one guy at home. I was calling to talk with his wife because as I understood, she signed as a member a few years back to use the products. She was not home so I asked him the money question and he said yes and was open to doing the RWB right then.**

**I never met either one of them in person before but found out that he has been laid off twice in the last two years and was looking for something to get into when I called. After we finished he said he wanted to do some reading at the web site and use the products first but liked the idea and said after he cleans some other things up he is working on he would like to talk more about getting started.**

**That is just about how every evening during the week is going along. Where I live we had a very bad winter with ice storms and I could not get out of my own driveway. However, that same day I had 8 appointments while I was still in my slippers, sipping herbal tea and very warm and comfortable. Is this copyable or what?**

**Another evening I did 3 calls training a new builder. One call was with a guy sitting in rush hour traffic on his way home from work on his cell phone. He wanted to do it then because he has 45 minutes to kill each way sitting in traffic every day. He was impressed to say the least that he could now use this time to build a second income!**

**Another one was staying at a hotel in another state on a business trip and the last one had her children playing in the room next to her as we talked. All of this took only an hour and did not require any travel time!**

**If I have a cancellation, no problem for I just call someone else during this same time frame. It is a lot better then driving to someone's home and taking the time to set up for a meeting and then having no one show up. At least with the RWB, you can still use that same time to be productive and move you even closer to your core desires. No time is wasted and time is very valuable for most people today!**

So if you want to talk more about this, let me know and we will set up a phone meeting, maybe just for 10 minutes if that is all you have. Because that would be just enough to see why so many people are now very excited about their futures!

To get in contact with me, [Click Here](#) or email [bob@youfoundyourfuture.com](mailto:bob@youfoundyourfuture.com)

Below are just a few comments from business owners I have coached on this process.

Hope to see you at the top,

Bob Andolina



*I just wanted to tell you how happy I am that the RWB plan came along. Before RWB I was floundering because there were so many different ways being offered to do this business, it was very confusing. RWB works for me because I can do it from my home on the phone in the evenings. Like most others, I don't have very much spare time. We all have "busy" lives.*

*I made a commitment to myself to spend at least 3 evenings a week, Monday, Tuesday and Thursday between the hours of 7:00 p.m. – 9:00 p.m. doing the RWB. After six months of doing this consistently, I became a Director and two months after that I had a member go out as a Director.*

*It is so nice and convenient to be able to have a home based business and to be able to do the business at home on the phone. Because of doing the business by phone, we are able talk to several people in the evening rather than just 1 personal appointment in an evening. It also enables me to have members all over the country, I wouldn't have that if I had to make personal one-on-one appointments with people. This is very duplicatable and I plan to keep on keeping on, right up to Master Coordinator. I absolutely love helping others to lead happier, healthier lives and teaching them the RWB. Thank you Bob for showing us this wonderful vehicle to such a great opportunity.*

*Renee Director / New Coordinator Fredericksburg, VA 22406*

*In my 23 years of building my Business I've been introduced to countless programs that few could follow so they didn't. And we want to be Leaders, right? First with the RWB I love the non-threatening "money question" approach and elated every time someone goes through the 10 min. presentation because they learn the whole story just like our owner encouraged us to teach.*

*It's still amazing to me when every contact, cold or warm, "see" and understand the concept. Infallible proof that it's effective. Want to build your confidence? Want a simple yet duplicable system? We have it in the Red, White, & Blue process thanks to Bob Andolina for sharing it with the field.*

*Annabelle Buell Exec Coordinator from Walla Walla, Washington*

*There are four reasons why I use the RWB process. The first is the ten minute scripted presentation. It leads a prospect through the concept in a manner that does not imply pressure for a decision. The second reason is the series of e-mails that takes a prospect from understanding network marketing as a business through making a determination why they would want to have a business. The third reason is the weekly training calls that reinforces the process.*

*The last reason is the most important. It is that the process can be duplicated. As new business builders come into our organization, they are provided with a plan and a path to accomplish their goals.*

*John, Wildwood, Pennsylvania Director*

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*"In my 27 years in this business, this is the first time I've truly felt confident that I could teach ANYONE to build a large income. The RWB process is simple, duplicatable and I can do it from the comfort of my home! Thanks a million, Bob!"*

*Connie Sr. Coordinator -San Antonio, TX*

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*Bob what attracted to me to the RWB process was it's simplicity. "Use the products and pass on information!" Just like our owner told us in the first place. Now, of course we can add our computer and a Personal Website to the mix, but RWB is what makes it possible to easily recruit and train people all over the world. We can present the business opportunity in ten minutes over the phone and teach others to do the same.*

*We're building a downline of people who want to earn more money and get healthier at the same time. That eliminates a whole lot of running around trying to sell a lot of product ourselves. It also makes joining our program a whole lot more attractive: People see that they can do it too!*

*I am doing more business presentations in a week now than I used to do in a year. And I still have plenty time left over to do the other things that are necessary and important to me in my life. Including putting my feet up and reading a good book! Thank you Bob, for your ongoing efforts and generous support to the field.*

*Judith Osowski, Director -Chatham, New Jersey*

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*The reason that everyone likes the RWB is because it is a structured step by step process. It is not only helpful for the new business builder but also the upline. The new builder can simply teach what he/she was taught.*

*Karen McKenney ---- Coordinator ---Pittsburgh, PA*

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*I like using the RWB process because it is a complete program. The training emails give good overview and help me learn why I want to pursue this business - keep me on track. The scripts are very good with plan A, B, C, D to handle the basic response areas of potential customers/business builders. The listing of what information to present to potential builders and help them organize themselves is very clear as is the content of each piece to be used in builders training. All the one on one help, materials and directions make it like a business in a box - just add time to read, understand, team with upline and hard/persistent work.*

*Jill Stuart Moncilovich Distributor -Washington, Pennsylvania*

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*The RWB Process is fun and simple. In asking the "Setup Question" I have had only one person out of 20 plus say no and considering her current health challenges, it is understandable. It is a non-threatening question as it only asks 10 minutes by phone.*

*What I see happening so far is that it is a good experience not only for me but for the person I am presenting it to. Many say they are a 10 or more. Even those who are a 5 seem interested in "free products" and referring people. Not a bad deal. Some are saying 10 but are still holding back on getting started. That is OK as I will go on and get my 6 team members and assist them to get 6 who get 6. Some of those watching may them decide to join the fun and start making extra money too.*

*Kay Exc. Coor - Evansville, IN*

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*Using the RWB process is like a gift from above! Running to and fro chasing one magic program after another (they always stated - this is the one) lead me nowhere with my business. What's different about RWB - it's all there, the concept, the tools, how to do it and what do with people. When you have a plan that is complete you see yourself as a leader with confidence, knowing that you have the ability to provide what it takes for other people's success. I can stop running now. I see myself on the ladder of success!*

*Marjorie Director -Warren, PA*

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*Thank you! I figured you are so busy with your own group that I shouldn't "bother" you. I have been enjoying doing this whole process much more than I expected – it really is an exciting part of the business world I had been missing out on.*

*Your RWB program is excellent, easy to use, non-intimidating, and people respond well. I have done 3 so far, one new member, one slow builder, and my "10" call I did with you has a very promising prospect I get to start working with tomorrow – of course following the RWB exactly!*

*Thank you so much for allowing me to learn your system – I really don't think there is any flaws in it! If this is how our owner originally set things up, than no wonder it worked so well. Fundamentals are always best – now I know what those are and am going somewhere!*

*Thanks again for your interest, I plan to be listening on the call tomorrow evening.  
Penne (: - Mead, WA*

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*One of the main benefits of the RWB process for me is the flexibility it gives me to work long distance. I'm from PA but travel all over the country with my husband and may only be in one place a month or so a year. In the past, this lifestyle would have not been conducive to building my business.*

*Now I can use the RWB process and work with new people I meet in my travels and be able to train and support them even when I move on. As long as you have a computer, a phone and a determination to grow, you can build anywhere you happen to live. That's the biggest benefit of the RWB for me!*

*Miriam Gruber Director - PA., SC. and AZ.*

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*I wanted to let you know how much I appreciate your time spent in coaching me in the RWB system for finding business builders. The initial question weeds out ANYONE who isn't at least interested in hearing about our great business plan.*

*I've been looking for years for a simple way to explain the network marketing idea and our plan in a simple way and THIS IS IT! I have 2 people who have indicated an interest in the business and 2 more who are ready to start when they get their internet in place. I'm excited!*

*Mary Spartanburg, SC*

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*I wanted to share with you my excitement about the RWB process. This is something that I have been looking for. I have five children so I need to be organized and know exactly what I am going to be doing when I set aside my hours to work my business.*

*This is a process that I can do when I am at my kid's ballgames, camping with them or have a few free minutes during the day. The 'set up' question is perfect and the changing brands concept is something everyone can understand and feel comfortable with. I thank you for putting this together and for sharing with me.*

*Kim Minot, ND*



Simply email me at [Bob@youfoundyourfuture.com](mailto:Bob@youfoundyourfuture.com) and we will set up a phone appointment to answer your questions and walk you through the first 10 minute call to see if this process is right for you.

If you would like to download a coaching contract, [click here](#).

Good luck in your future and I hope this has been somewhat helpful for you. One thing is for sure, you now have a step-by-step process available to you. The rest it up to you what you do about it.

See you at the top!

Bob Andolina