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Achieve™

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Going
for
the Goal

Don & Ruth Storms
Crown





Going for the Goal

Don Storms tells a story on stage about Super Bowl XXXIV in which the underdog Tennessee Titans needed a touchdown for a come-from-behind win over the St. Louis Rams. Suspense builds as he recounts every play of the final two minutes. Finally, he brings the story to an ending that football fans in the audience already know: The Titans' drive was stopped short at the one-yard line as the final whistle blew.

"All the way to the one-yard line and they didn't make it," he says. "They almost scored. And that meant they lost."

The football story illustrates one of Don and Ruth Storms' fundamental beliefs: If you're going for the goal, you give it your all. "Almost isn't good enough," Don says, "because sometimes, in life and in business, 'almost' means you get nothing."

Getting beyond "almost" to achieve success is something Don and Ruth have done well. They attribute this in part to a disciplined practice of writing down goals and setting small, achievable steps for reaching them. It's how they reached Executive Diamond, then Triple Diamond ("We skipped Double," says Don with a wink), then Crown. They have



applied this same discipline to achieve success in all their endeavors. It's how they upgraded their mode of transportation through a succession of motor coaches to a seven-seat Hawker jet. And it's how they finally were able to build Ruth's dream home: a 19,000-square-foot mansion in the rolling

North Carolina countryside.

"Writing down goals helps you focus on what you want to accomplish," says Don, who was raised the son of an Assembly of God pastor in upstate New York. "Then you need to strategize how you'll get there and when. You can do anything if you have a strategy with a date on it."

The Average Monthly Gross Income For "Active" IBOs Was \$88.

Approximately 41% of all IBOs of record were found to be active.*

*Based on an independent survey in 1994-1995. "Active" means an IBO attempted to make a retail sale, or presented the Independent Business Ownership Plan, or received bonus money, or attended a company or IBO meeting in the month surveyed.

"Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus the amount of Performance Bonus retained.

There may be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

A pocket-sized “goal” card, like a to-do list, is the favored tool for this exercise. “We started this years ago with our family. I have a card that I look at every day,” Don says. Each January, the family, which includes son Lee and his wife, Tammy, daughter Gail and her husband, Jack Smith, and daughter Brenda with her husband, Colin Zimmerman, spends a week together bonding, planning and updating their goals. “We talk about what we did and did not accomplish. We celebrate success and encourage each other to keep going,” explains Don. “It’s strengthened our family.”

He goes on, “This has always been a family business for us. When we made the decision to go for it, we gathered the kids and said, ‘We’re going to do this. If you help us, you’ll reap the rewards.’”

Today, the second generation is well on the way to reaping its own reward: Gail and Jack just went Emerald and have already set their sites on higher goals. Platinums Lee and Tammy and Brenda and Colin are reaching higher, too. With the eldest of 12 grandchildren just a few years from adulthood, the third generation probably won’t be far behind.



What it takes

A huge factor in business building is moving products. Products are set up at all home meetings. “He likes to tell how SA8 SOLUTIONS® Fabric Protector helps keep stains off his ties,” she says. The word-of-mouth works, according to Ruth. “We always see orders go up after we talk about a particular product.”

Don takes the product connection a step further. “Our business is powered by quixtar.com on the Internet. The movement of products generates PV. The baseline for an individual is to move 100 PV (points) or about \$200 per month. Someone who is serious will move 300 PV. My two dogs alone represent 60 PV!”

Making referrals is another element in business building, and one that doesn’t need to be difficult, according to Don.

Photos, this page: The richly furnished library is a comfortable spot for reading or reminiscing through a photo album. Don gives a friendly scratch to boxer Kaizer, who has free roam of the 17-acre estate.

Opposite page, clockwise from top: Ruth loves to bake a batch of brownies for the grandkids now and then. A new red custom convertible is a “fun way to get around town,” according to Don. There’s no place like home for Don and Ruth’s three times weekly workouts.

His philosophy: “This is a sorting business. You sort three times: First, to find those who want to see the Independent Business Ownership Plan; second, to find those interested in signing on; and third, to find the ones who want to do something with it. If you get discouraged, you just need to do more sorting.”

Today’s technology can help reach more people than ever, he says, “But you can’t give up the high touch. You still need to look people in the eye and say, ‘let me help you.’”

Don and Ruth spend a lot of time crisscrossing the country doing just that. “Don is out in our groups teaching and counseling with people constantly,” says Ruth, the only child of a middle-class New England family. Her 95-year-old mother lives in a wing of their home. “We do a meeting once a year in each of our main regions of New Jersey, New England, California and Ohio. We also do one big meeting of the entire group in November, along with smaller meetings in July and March. We keep going back; we keep in touch.”

This long-term nurturing is the high-touch factor Don and Ruth talk about and a hallmark of a successful business. It’s said that if Don agrees to meet with you, nothing will stop him from keeping his promise. And, he makes clear, it’s not his success he’s looking after, but yours. “I don’t



put people in this business for what they can do for me. I put people in the business for what I can do for them,” he explains.

Adding a little extra

Their success has enabled Don and Ruth to embrace causes outside of business. One result of their generosity has been helping to support the construction of a library and computer lab at their alma mater, Valley Forge Christian College in Pennsylvania. “We believe in doing things for the generations that will be here after us,” says Don of the recently dedicated Storms Research and Communications Center. “We’re committed to helping schools and colleges that teach principles we believe in to tomorrow’s leaders.”

With Lee and Tammy, they also donated to the building of Storms Hall, a dormitory at Lee University in Tennessee. “Our kids are committed to this, too. It’s a family thing,” says Don.

Something else Don and Ruth embrace these days is fitness. Ruth explains: “Lee came to us one day and said, ‘You need to work out. You’ll feel better.’” She and Don tried to brush off the suggestion, but Lee was persistent. Finally they relented, and for the last two years they’ve been working out with a personal trainer in their home gym. “You know something,” Ruth says, “Lee was right!”



Don and Ruth tackled fitness training the way they do everything else: with a determination to do whatever it takes to reach their goal. There’s a chart on the wall of the gym that attests to their progress. The physical evidence is plain to see, too, not unlike the evidence of their success in this business – and in life.

And they plan to keep going. As Don tells their leaders, “You’ve seen us over these last two years go from Executive Diamond to Crown. Now we have our goals set for Crown Ambassador.” And you can be sure that if Don Storms says it’ll happen, it will.



See more about Don & Ruth Storms on page 8 and in *iACHIEVE™* e-zine, at quixtar.com >What’s New >fyi >iachieve.