



## Joel Therien - GVO



It's Jean Shaw here, and today I'm speaking to the man whose company is poised to be one of the next Fortune 500 listings. Yes, I'm on the line to Mr. Joel Therien.

Now Joel is CEO of GVO, which stands for Global Virtual Opportunities. Apart from being an incredible hosting company, it also provides affordable solutions for audio and video production, contact management, and more significantly, an easy-to-use web conferencing suite. All of Joel's products are affordable and powerful stand alone systems but can, if you wish, also provide a global home business opportunity.

Joel is an incredibly successful and busy person, but each week he can be seen on his blog and on a webinar conference call updating everyone on the progress of his new developments. He says his customers are his business and he really listens to them. It's clear his focus is on the customer experience and ease of use of his products, and he implements changes based on the feedback he receives.

It's not often you see the man at the helm down the troupes, as it were, but Joel is an exception, and it's fair to say that if you're a customer and anyone mentions GVO to you, the image that pops up will not be a company, but Joel Therien. Such is his branding.

As I said, Joel is incredibly successful and is well respected amongst his peers. He has a long-standing reputation with the internet and network marketing communities, but Joel's career didn't start on the internet. In fact, his passion was, and still is, health. But it was through ill health he found his life taking off in a different direction.

I'm hoping today that he'll help convey the message that when one door shuts, another door opens. So, let's hear from Mr. Joel Therien himself and see what he has to say. Hi Joel.

**JOEL:** Wow. Hi Jean. How are you?

**JEAN:** I'm really, really well, thank you. First of all let me say how much I really appreciate you giving up your time, especially as it's Christmas, to have a little chat with me.

**JOEL:** Well, the pleasure's all mine and thank you for giving up your time. I know you're very busy as well.

**JEAN:** Well yeah. As I was saying, your career started in the health and fitness industry, and you went to University and became a pulmonary and cardiac rehab specialist, which is slightly different from what you're doing now, isn't it? So, can you share with me how you changed your direction? What made you shift?

**JOEL:** Sure. Absolutely. Well, I've always been a health nut even before my University degree. I actually started at Carlton University in Ottawa, Canada in Environmental Engineering. And I only went in that direction because I asked my mother if I could take a year off school after coming out of High School, and she said "Absolutely not. You need to get going with your career." So, I started there.

Needless to say, I dropped out of Carlton University because I found myself reading health and fitness magazines in the back of calculus class, so instead of doing my calculus, I was reading health and fitness. So, because I dropped out, my mum knew it wasn't due to lack of brains or anything. And I knew, going into it, that I wasn't going to do well because I just wasn't interested there.

So she finally allowed me to take a year off. I said, "listen, I want to go to Concordia University in Montreal. I want to study exercise physiology and I ended up doing a specialization in cardiac rehab. I spent four years there and went from a D- at Carlton University to pretty much close to an A+ because I knew I loved and was very passionate about health and fitness, and I still am today.

And luckily, I was doing my internship with a cardiologist in Ottawa and he was able to get me a position at a Hospital in Ottawa. It's a French based hospital, because I was actually from Quebec, which is the French side of Canada, and got a job making \$52,000 a year, and was really excited about it.

Then about a month, two months and a half, I started for the first time in my life found myself getting very, very depressed. And I thought "well, why am I so depressed? I've got a great job" and stuff like that. But what it was, despite learning the physiology of the human body and how fascinating it was, the job itself was very mundane. I'd bring somebody in, do their stress test, give it to the cardiologist, and send them home. It was the same thing, day in and day out.

Also talking to my colleagues at the time, even though I, right off the get go, had a job making \$52,000 a year. I found my colleagues who'd been there twenty years plus, were making things like \$57,000 and \$58,000 a year.

I just thought long and hard about it and eight months into that job, six to eight months, it's a long time ago now, I quit. And my mom bawled her eyes out, because my mum's very conservative. And my dad wasn't too happy about it, but was a little more encouraging and said "listen, you do what you

want. You're a smart enough guy" and I started working with my father's advertising agency at that time, so it didn't take long for me to figure out what I didn't want to do. At that point I was kind of floundering still at what I wanted to do, you know.

**JEAN:** But actually, you were quite young to know what you wanted to do, because I'm fifty five and I don't even know what I want to do now. I think I know the things I don't want to do. So actually, I think you achieved it quite young actually, but that wasn't the real reason you gave up, was it? Weren't you ill or something?

**JOEL:** Yeah, it's not something I share with too many people because I don't like to look for sympathy and stuff like that. But around the same time I was actually a professional athlete at the same time, while I was doing my job at the Hospital. I was a professional natural bodybuilder, so there's not big dollars in it. I was making like \$25,000-\$30,000 a year doing that, and enjoying it as well, and I came down with aspartame poisoning at the same time I was going to give up my job. That is very raw in my mind.

It was two weeks before Christmas, I was preparing to do a competition in Florida, and just ended up slightly dizzy. Long story short, within three or four days I could barely remember my own name, I didn't know how to get home, and I developed multiple chemical sensitivity, which even still to this day I'm not 100%. But I'm much better than I was back then. So it sort of forced me out of the job. I had gone from about 240 pounds, very lean and muscular in my athletic days, down to about 160 pounds in three months. So it's not something I like to reflect on too much, because it's a very emotional time for me and it was very, very difficult.

It was about five years before I had any symptom relief whatsoever and the only thing that really did help was acupuncture, and of course, changing my diet and detoxifying my body and stuff from the aspartame, but even still today there's a slight mystery in there, but it's manageable now. About once a week I'll get migraines or something like that, but back then I had migraines every day for five years.

**JEAN:** Well I'm sorry to bring up some bad memories for you. I didn't realize it was that raw, but it really interests me, that aspect, because I had mercury poisoning caused by my dental amalgams and I've written a few books of people whose lives have been absolutely destroyed because they were poisoned because of their fillings, and you don't realize it, do you? I mean, you go down the routes of thinking you've got all sorts of medical conditions.

**JOEL:** Yeah, absolutely. I could talk about this for hours and hours, but it's kind of off topic. But I've now learned that I've had lead poisoning, which is probably in my protein powders. Some of the doctors are leaning towards multiple sclerosis, which I don't believe I have. But once I moved to the states, the medical system here is a little bit better, and I ended up having an MRI done and they found nine lesions on my brain.

I have to do a follow up MRI, but I really believe it's more from the environment and lead and other toxic agents in the environment, than it is from an actual disease itself, you know.

**JEAN:** I know some of the people that I spoke to when I wrote my book, they were almost committed to psychiatric wards because everybody was saying it was in their heads, and they weren't. They were physically ill, but just that they couldn't be diagnosed medically, they didn't fit into the boxes, as it were. But anyways, this is kind of off topic. Your first venture into the internet involved local businesses, didn't it? What exactly did you offer?

**JOEL:** Well, coming back to when I quit my job, my dad was running a local advertising agency and he did yellow telephone directories, yellowbooks, for a local area. At that time I told my father, this was like thirteen years ago, that I felt that the telephone book was coming to an end. And everybody was turning towards the internet.

So, initially my dad threw his book at me, and I thought he was going to teach me the ropes of how to become a door-to-door salesman, instead he just said "listen, go out and do it". I'll never forget the first day out, trying to sell an ad in my dad's telephone book, I was shaking like a leaf and I was stuttering.

Needless to say, I didn't make the sale. But it was a very pivotal moment in my life because within a couple weeks, I started seeing potential clients as new friends. I was never intrinsic in personality, but became much more eccentric and now I really, really love sales. I don't think anybody's a natural born salesman. But about 2 weeks of going door-to-door I went from being very nervous and very timid about the whole sales process to actually finding it very empowering and very enjoyable.

But, during those two weeks, I was a massive failure. I didn't sell much but that was okay, I guess. Relative, it wasn't putting much money in the bank account, but it was still a great learning process. Then what I decided to do, I said "listen dad, what we're going to do is take everybody who's advertised in your telephone directory, and we're going to offer them a website". And I came back with the same, second sort of failure.

Geez, this is sounding like a depressing call, but I've got to be honest with everybody. I went door-to-door, to all the people that were advertising in my dad's telephone book and I said "listen, you need a website", and this is probably the second valuable lesson I learned: to be a good salesperson, really listen to what people want. Find out what people's pain points are and provide them solutions.

And everybody came back to me and said, because the internet back then was perceived as international, and people who had restaurants said "listen, if somebody in Japan clicks on my restaurant site, my business is only a local business, I'm targeting people within a ten or twenty mile radius here, I just don't see a benefit to the internet". So I went back, and we were probably the first, if not one of the first, companies to create a web directory in our telephone book.

Now the other thing that I had learned over time was that everybody shops based on comparison. That's why when people go on holiday, and they go to China, and they're walking a local market, they're apprehensive to spend money because they don't know if they're spending way too much or something. They don't have a comparison to shop on. So what I did know is that people knew the value of the telephone directory. They knew that they would pay \$800 a year for an ad in our telephone directory.

So I took the one rejection, which was "hey, I don't need an international presence" and I attached that to something that gave them a good comparison and I said "Listen, we're creating a local portal, we're going to advertise that local portal in our telephone directory and we're actually going to create a web directory and we're going to put your web address, for free, in the telephone book if you host your website with us for one year".

And that initial comparison of free ad in the telephone book compared to the \$800 a year they were spending for another ad, they now saw it as your "no-brainer". And they thought "okay". So I said "Listen, we're going to drive local traffic to this local portal and we know that all the traffic you need is from the local community". And so I went from being really unsuccessful with it, and then I went into a subdivision of where I lived called Shawville, which had a population of, I think only maybe 8000 people and I sold about \$20,000 worth of our services in one week. Within three months of doing that, we had over 450 clients hosting with us in the local area.

**JEAN:** So, how did you manage to do that? Because that was before the days of facebook and things like that, wasn't it, so what was it? Direct marketing?

**JOEL:** It was door-to-door sales.

**JEAN:** Really?

**JOEL:** Yeah, and again, that was very frightening for me at first. I was not a natural born salesman. My perception when my dad said "well, why don't you sell for me?" I thought he was going to take me out for a week, two weeks, show me the ropes, how to do things and stuff like that, and he did the best thing that could have been done, which is he threw his telephone book at me and said "go show it to people and sell them that" and that's what I did. And it was very, very scary at first, but you get over that fear very, very quickly, and it became very empowering. Now since then I can talk to anybody, anywhere, anytime about what we do and really enjoy the process.

**JEAN:** You're dad said that you were always very driven as a child, so did you kind of think, well I'm going to show him that I can do it? Was that it?

**JOEL:** No, I was really bored at the time. It came from internal motivation. One thing that body building taught me, I used to do a lot of football in High School but I started moving into more individual sports because what I didn't like about team sports is that if your team lost, is that it wasn't necessarily a direct reflection on your performance. If you've got a quarterback, but the offensive line is terrible, the quarterback can do all that he can do. But he's

always going to get sacked by someone on the defense. So, I started going towards individual sports, and I did individual sports for a long, long time and I taught myself that the self-discipline, whatever you put into something, is a direct reflection of what you'll get out of it.

So, I saw the sales as a new challenge, and I've always known, and we talked about this at our seminar, is you have to work outside of your comfort zone. If you don't you're not growing and you're not improving. And that's why, honestly my belief Jean, 99% of people fail?

They stay in that comfort zone, which is, you know, that's my mother to the T, she's ultra conservative, she bawled her eyes out when she found out I was so-called "ruining my education" because I went and quit my job. And of course she's changed her thoughts on that a little bit now.

But even still today, I'll share my ideas with my father from time to time, but I won't share them with my mother because her natural instinct and reaction is to say "oh, you're getting in over your head" and she wants to stay in that comfort zone.

And you have to, have to, have to, whoever is listening to this call, if you do not come out of your comfort zone, you will not grow and you will not become the millionaire that a lot of people desire to become.

**JEAN:** In defense of your mother though, you are still her little boy and it will be her maternal instinct to protect you, won't it?

**JOEL:** Oh, for sure. I mean, I love her to death. One thing that comes to mind is we had the local hosting, and I think this kind of segways into your next question, but I started researching affiliate marketing online. And I went to my mom and she was ecstatic.

We had built up about an extra \$100,000 to \$150,000 a year net revenue for the company, my dad had at the time, which as we talked is in advertising, which again is still in existence today, and then I said to my mom, "Hey mom, I have a really good idea. Why don't we go and find resellers around the world to sell our products and we'll pay commissions to them" and I remember her reaction.

She said, "there is no way", and I'll leave out the rest of her sentence "are we going to be paying commissions to anybody", just because, again, it was outside of her comfort zone, she felt as though it was possibly against the law to be paying resellers, things like that, so yes, I agree with you Jean.

I love her to death, I've just learned to share my ideas with others while just respect her love. And again, it doesn't make her right or me right, or me wrong or her wrong. It's just different mindsets of different individuals. But she's well to do today because she's saved all her money all of her life. That's just not my personality. I'd rather take risks all my life. And even if I die poor, I would be more happy knowing that I took those risks than not taking them at all.

**JEAN:** So would you say that you're impulsive then? I mean, do you think things through? You must be pretty focused to have trained for the kind of thing you've done. Discipline. Do you tend to have a thought and act on it straight away? I mean, I know when I've seen you and Mike on the blogs, it seems that you're really enthusiastic, and you've got the ideas and vision that you want to go at it, and Mike seems to be a bit more practical, would you say. You know, just let's steady on. We can do this. But, think about it. Is that the way it works?

**JOEL:** Yeah. Sorry if the interview goes too long, but let me tell you about one more pivotal moment in my life that kind of made me a little bit more impulsive, and Mike maybe a little more practical. The same cardiologist I was doing my internship with at the time, I was doing his personal training, and he was seeing fantastic gains in his health and fitness and was really ecstatic about it, and he said to me "I have a friend of mine who wants you to train him and would you mind doing so?" and I said "sure" and then I found out it was Michael Copeland, who is the former CEO of the Corel Corporation.

Those who don't know Corel, they do products like WordPerfect, Corel Draw, they're seen as the largest competitor of Microsoft in Canada. So I went to Dr. Copeland's house, and on my way there I remember thinking to myself, I had that same perception of rich people, "oh, if he's a rich jerk, it doesn't matter how much he pays me, if he's nasty to me, I'm not going to put up with it, I'm gonna leave". So that was my perception on the way over.

I got there about noon. Needless to say, I ended up staying there until 10 o'clock at night. He was one of the nicest, playful, fun loving guys I'd ever meet in my life, and it had a profound effect on me. One, because I walked into a 35,000 square foot home that was white marble from top to bottom.

And the second thing is, as we started training together, I would share my ideas with him, all my ideas about what I wanted to do online, because we'd started online at that time. But I still, again, love health and fitness and love just brainstorming. He'd pay me \$100 an hour to do his personal training, but just the brainstorming and masterminding we'd do over the hour made me excited every day.

And this is what I found, Jean. This was the difference.

One day he was frustrated because a lot of the programmers at Corel, he's a health fanatic himself, were becoming overweight. And, at that time I was still doing my body building, and I was sponsored by one of the largest nutrition manufacturers in Canada called Interactive Nutrition.

And I said one sentence to him, I said, "Oh really? I have access to a nutrition manufacturer that can make a high protein, low-carb, low-fat snack for your programmers so that they stop gaining so much weight", because he felt their productivity was way down because they were sitting in front of a computer, they weren't exercising and gaining a lot of weight.

That was the extent of our conversation, maybe a six to fifteen second conversation.

So we did the personal training, and I was about to leave and he goes "Wait! Wait! Wait! Hang on a second" and I'm like "uh oh" and he goes scurrying off and comes back with a check for \$25,000, and I said "What's this for?", and he said, "Well, that product you said you could get them to make. I want you to make it for my team. I want you to make it for our staff."

And what I realized at that very moment is that Michael Copeland, not that he was smarter than me, maybe he was maybe he wasn't, but my perception was that he must be a programming god, and he must be just almighty this and that, and I could never be like him and stuff like that. And what it made me realize is that he just takes action. That's it. That's all.

So to answer your question, I am very impulsive, but the thing is, when we find a good idea and I know it's a good idea, so below the surface, I do think about things a lot, I think about what is our competitive advantage? What directions are we heading? What is the bigger picture? And then what comes out on the blog is a compile of all my thoughts that I've had for the past couple of weeks, and talk about them, am very impulsive that way, but I would say yeah, Mike's still a little more conservative, more grounded than I am, but everything that I say, well I won't say everything. I do catch myself sometimes talking about stuff I shouldn't talk about on the blog because I am a little bit too impulsive. Anyway, sorry for being long winded.

**JEAN:** No no. I think it's great. It's really good when you do open up because in a lot of interviews, especially with people at the top, they're all very formal. But you're actually very friendly. I'm not saying that everybody can have a piece of you interviewing, but when you are able to you do give people your time, don't you? I mean, there's a lot of people that have got the perception that anybody who's rich, or anybody who's wealthy, or anybody who's successful in any way, is unapproachable.

**JOEL:** Yeah, and I think it's, by and large, a perception. Here's what happens. I miss the days of being able to service every single one of our clients. You know, when we were still in Canada and I had about those 400 local clients, if they needed service, and I could tend to them myself. But was a mistake for me at that time, which you turn into becoming a micromanager of your company, which is not the best allocation of anyone's time.

So I do miss those days, but the reality becomes, when you end up having tens of thousands of clients, even if you spent just five minutes a day with each one of those clients, it would eat up 24 hours a day, seven days a week, 365 days a year. So that's why we do blog so much, it's the only way that I can stay in touch with our clients on a personal to personal level, and I love it. The internet is wonderful that way, especially now that everybody's on high speed and everybody has access to video. It's a wonderful place to be.

I think the perception may be wrong of individuals. Here's the thing, my belief is this, somebody who may have been married into money, or father had



a lot of money, can sometimes be very arrogant, be very unapproachable, but every self-made millionaire that I've met, anybody who's well-to-do because of their own actions are generally very, very nice people. And it comes back to that I'm a big believer in The Secret. And what I mean by that is, nobody wants to do business with somebody who's not likable. You do get the people that are kind of snobby, who've been married into money or whatever, but my belief again, may not necessarily be true, but it's my belief that anybody who's self made is very approachable. The problem is the limit of their time. That's the problem.

And the other thing is too, a lot of times you are very persistent, and this is just being honest, no, you're very persistent in getting the interview done. And I will tell you this, it's not that I didn't ever want to do the interview, it's the attention deficit that goes on, from thousands and thousands and thousands of people wanting to have access to your time, so it's not that those people aren't approachable, it's just "how do I divide my time, and what is the best allocation of that time?"

**JEAN:** Oh yes. Absolutely. But I meant if somebody was to see you out, there's a lot of people that would probably think "Oh, I can't even say hello to him" because of the status, because on the internet world now, you're probably like a rock star, aren't you, or the equivalent of? Do you get any fans? Any stalkers?

**JOEL:** Well, again, it's perception. Of course I get the odd person stopping me, but a good friend of mine Armondo Montilongo, who does Flip This House on A&E. Now that is a very, very, popular television show here in North America. And he stops constantly and is always very approachable.

Again, I understand the perception, very much so, but it's not necessarily true in my belief, at least not in my case. Anybody can come up to me at anytime, anywhere. And it does get a little nerve-wracking, we do get people dropping by the office from time to time who are clients, maybe in the Dallas or Houston or local area of here, and it's not that I don't want to spend time with them, but you always have your guard up because you don't know what people are thinking. So it can be a little bit nerve-wracking, you know.

I know it sounds silly but you never know somebody is coming to give you a lot of trouble or is somebody just coming because they are a fan? In that aspect I get a little nervous sometimes. Especially, another example is I'll drive around in my Ferrari from time to time, and people don't know what a personal bubble invasion is, they'll literally stick their head right inside your car while you're filling up with gas. And again, I don't mind it, but to be blunt, you don't know who's psycho out there and who's somebody who wants to say hello.

**JEAN:** So, I have to ask you about this red Ferrari. Is it something that you always wanted? Or is it the typical symbol of success?

**JOEL:** The reality is, Jean, I would probably still be driving my Ford Neon. Now don't get me wrong, I love the car. I do. But I've never been a car fan. I

got it because being in the network marketing industry, if you can't show a certain level of success in your own company than people will question it. Like Marshall Sylver likes to say, whose become a good friend out of Las Vegas, "You need certain props" and I know how shallow that sounds, because I couldn't really care less about the car, if you want the honest truth, but it does attract attention.

It does give that perception of wealth, where as you look at someone like Warren Buffet who's one of the richest men in the world, I think he still drives like a 1990 Cadillac, or something like that. So I love the car, but for me, real estate. I love real estate. Put me in homes. Put me in things like that that are great investment.

But I do see the Ferrari as an investment because it has undoubtedly, perception or no perception, put me at a different level with other top internet marketers or people in business, and actually, I find people gravitate towards you more when you do show a certain level of success, I guess.

**JEAN:** So you got your nice car, your beautiful home, and a lovely wife on your arm, so you're sorted then.

**JOEL:** Yeah. I am. I am.

**JEAN:** Great. Now, your company's got a great reputation for customer service, hasn't it? And not only because your friends and family are involved, but also you personally interviewed some of your support staff, didn't you?

**JOEL:** Oh yeah. I do a lot of the interviews, and again, being very transparent, that's something we still work on, on a daily basis. Our customers are everything. In fact, it's only been the past week that we've done any type of advertising on our own. We're actually doing some facebook advertising for a conference product, but all of our business comes from word of mouth, which means if we don't take very, very good care of the customers we have, it's not about the money for most of them.

Yes, we have a lot of affiliates making a lot of money, but people will naturally refer people to a place where they have a great experience. So what I've learned over the past couple of years, and that we're still working on, is you really, really need to systemize as much as possible your experience for your customer, whether it's support, or in the member's area or whatever, because humans make mistakes, systems don't. You have to, have to, obsess over your customers.

**JEAN:** Now your products are really useful, they're affordable, and they're very powerful. They're not only really good products within themselves, but they also provide residual income as a home-based business opportunity. And I must admit that I've never really been into MLM or network marketing companies, although about many years ago, probably about 30 years ago, I was introduced to Amway when we were out in America once, and we went round this lady's house and she'd got a really nice house and she'd been winning cars and things from competition, so I could see the potential.

But I always felt that it was a bit sleazy, I have to say, because all the products tended to cost a lot more than what you'd get in the shops. Admittedly they were usually concentrated so you don't use as much. But at the time with the Amway, one of the main things at the time was washing powder. They used to provide this tiny little box of washing powder which was supposed to be the equivalent of like six huge suitcase size, and you could never sell it in England because people would take one look at it and say "There's no way I'm going to pay that much for something so small".

But the difference with your opportunities is that they don't cost ten times as much as anything else, in fact, they're a lot cheaper, aren't they. And that it really novel, I find. So it's something that your products, as an MLM opportunity, I would very happily promote them to my friends and family because, well A, the value of the product, but B, they don't cost a fortune.

**JOEL:** Well, it has to be that way. We have to stay competitive in the marketplace. That's my humble opinion of network marketing in the first place. I share the same sentiments as you do, which is, if not for the opportunity, would you purchase the products or services? If the answer is no, or you could purchase those products or services elsewhere at a better price, and the answer is yes on that, then you really don't have an opportunity.

Yes, you will get top network marketers who can push and sell anything, but the longevity of any company is based upon the people who are utilizing the products and services and don't care if they make money.

What does that mean? That means the products and services that we have, if they were cheaper elsewhere, of course there is one caveat to that and that's , support. Some people will pay a little more if they get a better customer service, we know that.

The difference is if you look at Ford or Mercedes, as an example that pops into my head, people will pay more for premium. By and large, if the products and services are not competitive within the marketplace, then you don't have an opportunity, and it's not something I could push either.

I get people asking me to join network marketing opportunities all the time, and some of them are fantastic, some of them have come very close to pushing what I find attractive, but if I can find a similar product in the marketplace at 1/10<sup>th</sup> of the cost, then it's not good.

So that's why we went the other direction. We try to provide our products and services at 1/10<sup>th</sup> the cost of what our competitors are charging, who are not networking companies.

**JEAN:** So, that's what makes you so adaptable, isn't it, because you've out thought your competition really and gone for the normal, sort of every day person. Because anybody can afford your products in any country, whereas a lot of network companies have great products, but not everybody can afford them, depending on where they live.

**JOEL:** Yeah. I agree 100%. Thanks to the internet that we're able to do things like this. We sort of went the hard direction in building our own data center and things like that, having everything under one house - our servers, our routers, our data center, our software, our support, our programming team.

Now, in one house, I don't mean necessarily everyone works out of our Texas office, but everybody that works around the world. Right now we have our office in Texas, we have two offices in the Ukraine, and one office in India. The reason we do that is because of course we have some night staff here, but we go on more of a skeleton's crew on nights here and then it's day time in India and the Ukraine, but everything comes in house.

Some definition of out-sourcing is taking jobs and putting them in other countries. Yes, I understand that. From that definition we out-source, but my definition of out-sourcing is putting our contract up for other companies out there. We actually own and operate the offices in India and the Ukraine and stuff like that, and by having everything in house, by my definition, keeps our costs very, very low. We put those savings on to our end users to allow us to provide a much, much better response time with our support by having everything in one place.

**JEAN:** Your support is phenomenal, and also you've surrounded yourself with the best in the business, as far as your GVO spokespeople are concerned, aren't you? So how did you select your trainers?

**JOEL:** It's really based on action. We have people applying for jobs all the time and stuff like that. The reality is somebody has to prove themselves in the industry to some degree because some people have a very good abundance mentality, other people who send in resumes to us have a very victim mentality, and we can all be victims of circumstance and stuff like that, but it's how you deal with those issues.

People of whether they're broke, or their house burned down, or whatever. I just look for people who have very positive attitudes, and what I mean by that is some people, God forbid their house did burn to the ground, would dwell upon it for years and years and years.

Whereas the opposite person would go "Well, you know what? We got out alive, my kids are okay and it's no big deal, it's only a house", so that's really what I look for, is people with a very, very good positive attitude, people who've taken action already and maybe just need a little bit help to get to that next level. And that's how we found most, actually all, of the people that we have.

**JEAN:** So did you go out head hunting then?

**JOEL:** I don't know. Sort of, but sort of not. I don't want to say it fell on our laps but I would get emails from people. Let me use Mark as an example. It was two years ago when we were just about to launch GVO and I was actually

on holiday in South Padre Island, and I got an email from him. Actually, here's one thing, and this is a tip for everybody if you want to weed people out.

Very often I'll get emails that are pages and pages and pages long, and to be honest I will just hit the delete button or I'll send it to Melissa or somebody else, I just don't have time to read pages and pages. And when somebody emails me and says "Joel, I know you're really busy, I need two minutes of your time, here's the gist of what it is", maybe it's two or three lines, what that tells me is I know that that individual on the other end is equally, if not more busy than I am, which shows a certain level of success.

Somebody who sends pages and pages of email, I know has way too much time on their hands, and if they have a lot of time on their hands, then they're not taking their own actions they need to take to get to that next level. Does that sort of make sense?

**JEAN:** mm'hmm.

**JOEL:** As an example, I used to watch Armondo's show out of Canada, and it was a Sunday night and I had insomnia one night, and so I went down and I found his website. Now it was a beautiful, beautiful website, but for the sales process he had no lead capture form on there. He didn't have a video, he didn't have a call of action. So I sent him a one sentence email. I said "My name is Joel Therien, I'm a fan of your show, but that's not why I'm contacting you. Google my name, you'll see I'm well known online. Your website sucks and I bet you haven't made a dime with it."

And that was how long it was, and the next day he actually called me out of my office, and even still to this day, because he was getting thousands and thousands and thousands of fan emails at the time, he said "I'm sure the only reason I answered your email is because it was like two sentences long".

So that's sort of how we weed out some of our people. People who contact us, well I don't have to reiterate it. If it's long and long and long, I know they're looking for something, they're not necessarily looking to help us and help themselves grow.

**JEAN:** But also, I think you find in life, when you're actively seeking something it tends to find you, sort of puts a message out to the universe. Do you find that?

**JOEL:** I do. I definitely 100% do. I believe what you think is what you'll achieve, what you put out in the universe comes back to you. I'm a firm adopter and 100% believer in that, absolutely.

**JEAN:** But you do have to take action, like the ideas that they come. I believe the ideas come to everybody. You could have a brilliant idea, but I don't think the idea would just come to you. I think it goes to other people as well, but it's the people that take action on it that get results.

**JOEL:** Exactly. And that's what Dr. Copeland, talking about in the start of our call, made a huge difference in my life. It's not that he was a miracle worker, or that much better or smarter than me, he just took action. Imagine having one sentence and then he comes back with a check for \$25,000 to make a product. Now granted, to him it wasn't a lot of money, but it was just, one, to me a ton of money, and two, he just took action.

**JEAN:** Yeah, that's fantastic. Well you certainly took action, I mean the whole business that you've got now, all your products and all your tools of the trade, as it were. What you provide to the internet is a bit like the tools that say a carpenter would have. If you give a carpenter a saw and a hammer and some nails and some wood, they can create anything, and the internet tools that you provide are so generic that people can build their own businesses, can't they, with them?

**JOEL:** Yeah. My mandate from day one, when we got started was, I wanted to make sure that the people that paid us for our services were making more than what they were paying us. And I honestly believe that's part of our longevity. In other words, if I can get, let's use our titanium package at \$44.95 a month, the minute I can help somebody utilize our tools and make more than \$44.95 per month, that now becomes an asset in their business rather than a liability. All other web hosting companies out there provide you webspace, it's now up to you to go and buy and promote your website at your own cost and your own dime. What we do is we provide them unlimited web hosting, and there's a reason for that and I'll explain that in a sec.

What it is, is I looked at my own business and I said what are the tools that I've used to get where I'm at at this point in my life? And this was like five or six years ago, maybe a little longer, but anyway, so I said video blog, I definitely need an email list, and I definitely need web hosting. And we do a lot of teaching in conferencing.

We were using a competitor's product back then and stuff like that and I said, if those are the tools that I've needed and used to build my business, then those are the exact tools that we should be able to offer for free to our clients who web host with us. And it comes back to the same thing, is the ones who take action make great incomes with their websites, and then of course, there's those who buy our services, then unfortunately don't even use them at all.

That is the other thing that we're still working on, is that customer experience, that little push that gets people to take action and actually put that first website up, because I'll never forget the first time I made money while I was asleep. It was just a phenomenal feeling. And really that's our goal, to help people become very profitable with their website.

And then coming back to the reseller hosting, a lot of people won't do what I did, they won't go door-to-door, they won't go out of their comfort zone, but the reality is, every single, and I'm sure you do too, every single person that I know who is interested in what we do knows somebody who owns a brick and mortar business.

There's never been a better place or better time than right now. 99.9% of small businesses today have some sort of an online presence, but 99% of them are not proud of what they have. Whether it was their Aunt Suzy who made it, or their little neice Julia or whatever, and they don't even know what their website address is, but they all recognize that if they are not online.

If they do not have an online presence with their business, they are completely behind the times. And that's why we offer the unlimited reseller hosting, is I want people to, at the very least, make somewhat of an asset with what they use with us, and go out and talk to their friend that owns the restaurant, or talk to their dentist friend or whoever friend that they have, provide them the tools that I know is going to make them successful with their brick and mortar business, and put 100% of the profits into their pocket for doing so.

**JEAN:** Well, it's like you were saying earlier on about the yellow pages, I think now they only come out about once every two years. And certainly in England I think most people use them as a doorstop, rather than actually seek anything out. But the tools that you provide, especially now with the training, they make it so easy, because I have to confess, that I had hosting with you when you were Kiosk, and I obviously had hot conference, and I didn't even know I had it.

**JOEL:** Maybe we were too cheap, huh? Didn't know you had it?

**JEAN:** I didn't know I had it. It was part of the package, but because I didn't know that I had it or wouldn't know how to use it, I didn't use it. But now with the titanium package, with the web conference, there's all the instructions there, all the videos, there's the support, and it's just brilliant for somebody like me who's not techy and doesn't have anybody to turn to and say "Help! What do you do with this?", but yeah, it's absolutely brilliant.

**JOEL:** Thank you.

**JEAN:** Well, clearly the internet has got several sharks around, but you and your company are the good guys. And you've recently given a Christmas gift to a local family, I believe, which was pretty nice. How did that make you feel when you delivered the gifts to them?

**JOEL:** It made me feel blessed. One, because it really wasn't me providing the gifts, really it's thanks to our clients that we're able to do things like that. What I mean by that is without our clients we wouldn't have profits, without profits we wouldn't be able to do something like that for local families. The good news is we were able to shoot a little bit of video, not too much.

I can understand where the family is coming from, their pride and whatever. They were shy and maybe felt a little bit embarrassed, but on our next blog, I don't know when you'll get this out to the internet community, but we'll definitely be posting that on our blog. It's a wonderful thing to be able to do so and I want to continue to do it because it's all about helping people. When you help others, you inheritely help yourself. I think that's where a lot of the

shortcomings come in business and why so many internet companies come and go.

Think about the perception of that person's mind, if they're asking for a refund and stuff like that. Maybe they don't deserve a refund, but maybe their hydro bill came in, maybe they're down and out this month, you know, things like that. You just have to really look at it through the eyes of the beholder, the eyes of the person who might be having those problems.

I'm kind of getting long winded again, but it was really, really awesome to be able to sponsor a family here, and she was very grateful, and if everybody goes to JoelTherien.com they'll be able to see that. Key words would be "sponsor local family" or "sponsor San Antonio family". I'll make sure I'll put those keywords in the tags in the blog if people want to see this a year from now or things like that.

**JEAN:** Did she know that you would be going or was it a complete surprise?

**JOEL:** My wife Ilona had contacted a family services company, and the reason why we went with this family services company is that, by my understanding, they're very stringent with drug tests and stuff like that. In other words, some people can be down and out because they're addicted to drugs, which is not the type of family I want to sponsor, but down and out for reasons that were beyond their control. So we contacted this family services company, and to answer your question, yeah, there's two ways you can go about it.

You can go to the family services location and just drop off gifts and keep everything anonymous. Or if you wish, they will give you the name and phone number of the family that you're sponsoring, which is the route we chose. So we ended up calling Veronica. Veronica is the mother, about a week before coming, because we didn't want to buy just anything. We wanted to find out what does she need, what is she lacking, what do the kids want, and things like that. So she put a little list together for us of her wants and needs, and then we went out and did some shopping and we dropped them off a couple days before Christmas, which was really, fun.

**JEAN:** That is so lovely. That is really, really nice. That's what it's all about, isn't it? Sharing what you can. I had something on the calendar the other day, and it said something like "If you experience gratitude and don't express it, it's like receiving a present and not unwrapping it", which I thought was lovely.

**JOEL:** Makes sense- very much.

**JEAN:** Anyway Joel, I really, really appreciate your time, but I won't take up any more, because I know that you are incredibly busy. So it's been great to speak to you. I really appreciate your insights and I hope it will inspire people to step out of their comfort zone and just take action, and I look forward to seeing GVO as the next Fortune 500 company.

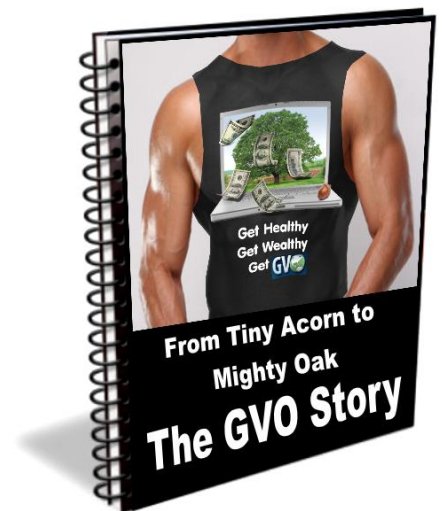


**JOEL:** Thank you Jean. I really appreciate your time. It's a pleasure talking to you. I'd love to talk with you again in the future, and give my best to your family, your son, and have yourself a wonderful new year.

**JEAN:** Yes, and you. Best wishes towards your family, and tell Mike I'll get him soon.

**JOEL:** I will. Alright, have an awesome day.

**JEAN:** Alright. Take care. Bye bye.



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