



Photography by Mark Perlestein

# Personal Development Is the Key

by Lisa Horn

Many people look externally for success—the ideal job, the perfect home, the loving spouse. But true success is found internally—a lesson John and Tiffany Malott learned through their experiences with Pre-Paid Legal Services Inc.

“I believe in personal development and working on yourself harder than you work on anything else,” Tiffany says. “John and I work hard to become worthy on the inside of the success we are trying to achieve on the outside.”

Their approach is working. The couple has reached the platinum executive director level and was recently recognized for reaching the \$300,000 income level. But their lives weren't always this way.

After graduating from Mississippi Valley State, Tiffany worked as a third-shift supervisor at a jelly company. Thoughts of a comfortable lifestyle were far from her mind. “I had given up dreaming about reaching great success because I felt that it wasn't ever going to happen for me,” she says.

John's situation was even bleaker. “I fit really well into that box society had made for me,” he says. “Being a 10th-grade dropout, I thought there were few positions open for me, so I became a janitor. I was living paycheck to paycheck, scrubbing another man's floors and trying to keep up with the ‘bigmouth’ promises I had made to family, friends and bill collectors. I was getting nowhere fast. Something had to change.”

## **Finding the Road to Success— and Each Other**

John wanted to make changes in his life, but he didn't know how. “I didn't have a vehicle for my success,” he says. “At one point, I felt like being a janitor was all I was able to do.”

But he started exploring the direct sales industry, and found his way to Pre-Paid Legal in 1998. He spent late nights listening to audio programs, reading books and studying the great entrepreneurs of past and present. Slowly, he says, some of those principles began to seep in. “Personal development made a huge impact,” John says. “When I learned that the greats didn't necessarily have any extra abilities, this opened my eyes. I used to believe that I didn't have enough ability to be successful. But in the end, I discovered I didn't have enough reasons. Lining up my reasons drove me toward being successful.”

Tiffany, on the other hand, wasn't looking for a business opportunity when she was introduced to Pre-Paid Legal in 2000. She began working the business part time but had trouble seeing success for herself. “The first thing I did was start letting myself believe and dream again, and see myself having success,” she says.

The visualization worked. Within five months, she was able to say goodbye to the world of making jelly to concentrate completely on the Pre-Paid Legal opportunity.

In 2003, the couple met because of their mutual Pre-Paid Legal affiliation and soon started their lives together. Tiffany needed a speaker for a special event she was hosting in Memphis, and a colleague suggested John. Sparks flew, and the couple eventually tied the knot in November 2006 at Harry Truman's Garden in Key West, Fla.

While their passion for each other makes their marriage work, their passion for Pre-Paid Legal drives their business success. “I really believe in the mission of equal justice under law,” John says. “The amount of money in your pocket usually determines

how much justice you'll get. It didn't take long for me to get passionate about the service because it is something everybody needs. This passion for the service drove the business, and I think that's why we were able to do well so early on. From the beginning, we were mission-driven rather than money-driven. And because of the mission, the money came automatically.”

With debts long gone, John says the focus today is on building a business that will provide freedom for his daughters, Lauren, 16; Carissa, 15; and Jessica, 9, as well as the new baby he and Tiffany expect this spring. “Today, it's about creating generational wealth,” he says. “Our goals now center on helping others and getting ourselves to a point where we are a blessing to them.”

## **Using Their Influence for Good**

Tiffany admits she never really gave philanthropically before her involvement with Pre-Paid Legal. “I was always stuck in a rut, thinking that I had to help myself first,” she says. But in 2007, Tiffany was able to fulfill one of her dreams: hosting a women's event and donating the proceeds to charity. The two-day event in Chicago trained women not only on the Pre-Paid Legal business, but also how to use the business to achieve balance in their family and career, as well as spiritually, mentally, socially and culturally. She held the event again in 2008 and is already planning for the biggest event yet in 2009, with hopes of attracting more than 1,000 women.

“Pre-Paid Legal has allowed me to grow into a person who has something to share,” Tiffany says. “John and I are now able to use our influence and experience to bring the best out of others, so they can live their best lives.” SFH