

**Networking Times Magazine - February 2010**  
**“A Leader of One” Matt and Johnna Parr: Free the Oppressed**  
**(Excerpt) by Josephine Gross, Ph.D.**

The mantra of the Special Forces military unit Matt belonged to is “De Oppresso Liber” which is Latin for *Free the Oppressed*.

“I’ve learned to say this mantra in my sleep,” says Matt. “It was the reason we fought the good fight. We put our lives on the line for the beliefs of freedom and democracy.

“I’ve traveled to developing nations that had no modern appliances; I’ve been to foreign countries that were as modern as the United States. The commonality is this: *Everybody wants to be their own man or woman*. That’s what America is founded on. *De Oppresso Liber* means ‘I want to be my own boss, I want to set my own hours, I want to be in charge of my future, I want to set the destiny for my family, I want to give my children more than I had.’

“All those experiences play together in who I’ve become. In the military, we freed people from tyranny and political oppression. In network marketing, we free them from the confines of a job and financial oppression, from worry and doubt of ‘Can I pay my bills?’ to “I’m in charge of my own life, I can set my own hours, I can build this business as big as I want to, I can be a millionaire.’

“I took that mantra from a dream and a hope and made it a reality. We started in 1990, over twenty years ago, and I’m even more excited about what’s going on in network marketing today.

Johnna add, “Collectively, if everybody can get past their ego, that’s when we all win. That was one of the main reasons I wrote my book. It is completely generic, because the people skills and leadership skills required to be a successful networker are the same, regardless of the products or the companies.

“I wrote my book completely out of my desire to help others and to serve them, just as this profession has helped and served me. It is my personal journey from a broke single mom of two, to becoming a millionaire-with all the challenges and victories along the way.

“The highest compliment I receive is when a reader says, ‘Now I can do this business and be successful.’ Seeing how it empowers people is my greatest reward.”