

The Significance of Success

Chris Cucchiara's ultimate goal is to inspire and encourage the next generation.

by Carla Diebold

Chris Cucchiara, credits a great deal of his success to his enjoyment of people. "I don't know if it was something I was born with or something I discovered growing up as a child, but I found I loved helping people. I want to put a smile on people's faces," Chris says.

And that's what Chris has done all his life: Whether he's fixing cars, competing in a world-class bodybuilding championship or helping someone succeed in business, Chris has always had the ability to make people smile.

DRIVEN TO SUCCEED

Chris grew up on his mom's meager income, as one of five children raised in Campbell, Calif. "I didn't like the lifestyle

of being poor," Chris says. "My goal was to graduate from high school and go to work. But I was driven and destined for success, as my mother would say."

[At the end of the day, everyone's looking for a sense of belonging.]

As a kid, Chris loved cars. He spent the last two years of high school in vocational school, training to be an auto mechanic. And upon graduation, Chris became—no surprise here—an auto mechanic. "I figured that was going to be my career. I was



Chris Cucchiara, center, is a nationally recognized leader in the network marketing industry.

HOME
California

FAMILY
Wife, Julie;
children:
Christopher, 20;
Sophia, 7

**VITAL
BUSINESS TIP**
Love people.



Chris Cucchiara, pictured with his wife, Julie, and 7-year-old daughter, Sophia, has a dream to someday work with children.

one of those guys who never played sports and was actually one who used to get sand kicked in his face," Chris says.

But that was about to change.

In 1977, he went to see the movie *Rocky*. "That was very inspiring to me, watching the underdog make it. So I started to work out," he says. "Over time, I began to transform my body and I liked it. It felt good; I found a new love."

To accommodate his passion for bodybuilding, Chris opened his first gym, along with two other men, when he was 21. It was a success that eventually allowed him to leave behind his career as a car mechanic.

The reason for his good fortune at an early age, Chris says, is that he realized he was a skillful businessman. "I went from a 4,000-square-foot, men's-only bodybuilding gym in 1980 to full, multipurpose fitness centers 15 years later," he says. During this period, Chris also became a world-class bodybuilding athlete. "It was a great vehicle for me. Along with personal satisfaction,

I learned the discipline that helped me in all of my life," he says.

DISCOVERING NETWORK MARKETING

In 1995, events triggered a change in Chris's life. He and his first wife went through a difficult divorce and Chris received sole custody of his 5-year-old son.

He was still involved in gym ownership, but he realized he needed to work from home. "I needed to be able to raise my son by myself," he says. "It was my responsibility. My son needed his dad."

At that time, Chris came upon the concept of network marketing. He liked what he heard. "I listened to somebody speak about leveraged residual income. At that time in my life, that was exactly what I was looking for," he says. "And because I had such a desire to succeed for my son, I rose to the top of the industry very quickly."

Beginning in 1995, Chris was able to sell his gym and focus full time on network marketing. Over the next 13 years he became a nationally recog-

nized leader in the industry, with a reputation for building large organizations and receiving handsome compensation.



Chris Cucchiara, with daughter Sophia, and 20 year-old son Christopher.

To learn more about Chris Cucchiara
Visit: www.ChrisCucchiara.com

CATERING TO KIDS

For Chris, network marketing is the perfect vehicle to help him achieve his ultimate dream: working with children. "I have a big heart for kids. I want to spend time and resources mentoring troubled or underprivileged kids using my experience—in a gym atmosphere," he says.

With the increasing risks of childhood obesity, Chris thinks an empowering business model is key to building self-worth. Building his own business changed his life, and he hopes to inspire future generations in the same way. "Entrepreneurialism changed my life, and I want to promote it," he says. "You know, kids stop dreaming these days. I want to let them know it's OK to dream, because this country was founded on entrepreneurs. I think we've lost that important viewpoint, and I want to bring that back."

Chris is a true "people person," and his love for helping others propelled him through the industry.

As in his current endeavors, everything else Chris has attempted, he says he will no doubt succeed. **yB**