



Step Into Your Destiny

By Loren Ridinger

Leadership School 2023 showed you the way; now what?

JR wanted to change the world by helping others succeed. He believed with his entire being that it was his destiny to do so. His own success was measured by the number of lives he changed and the people who became a part of the Market America family. Everything he dreamed of and worked for relentlessly came to life. Nothing was given to him but the mind, heart and charisma with which God blessed him. From the very beginning, with only those gifts and a passion for others, he was driven to create a system bigger than himself, smarter than the 45-Year Plan and beyond the impact of one lifetime — and he did. How? He showed up every single day for his family, his friends and this business. He showed up for every one of you and gifted you with his story.

Even though JR is no longer physically with us, his brilliant, unique, life-changing story lives on within us and the work we carry forward. Those who have lived the dream and garnered all the wisdom JR had to give shared with you the pieces of the puzzle at the **Market America Worldwide | SHOP.COM Leadership School 2023**, which embodied the blueprint of JR's vision. The Corporate Team and many of you shared and experienced firsthand the means and fruit of his labor, the fruition of his vision and the excitement of what's to come. Everything you can be and achieve with your life was unwrapped before your eyes at the event. You saw the tools, why they work and how they can lead anyone to freedom. You've been shown the way, so what are you going to do now?

At what point will you take the belief JR had in you and turn it into belief in yourself? If you aren't building the business and achieving your goals, there's a huge disconnect. The system is proven, which means the problem is you. You are leaving your potential untapped, and chances are it's because of fear, doubt and a lack of commitment and consistency. You need to reprogram

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your brain; it's wired wrong. You can do it. But first, you must believe. It doesn't matter how much support we give or how fail-proof the system is; if you aren't hungry enough, you'll never raise yourself out of the rut. You have to want it bad enough to throw caution to the wind and be all in! You have to take a chance on yourself and stick with it to step into your destiny.

Don't write off your dreams because you are afraid. Nothing ever happens according to plan. Learn to pivot! If you are struggling to move past your challenges, look to me as an example of what is possible. I'm working through the worst time in my life. But I won't stand down. As difficult as it is to live each day, hour and minute without the incredible man who has been the center of my world since I was 18 years old, I refuse to fall apart and be swallowed up by the grief in my heart. I told you at Leadership School that I didn't know if I could show

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When is the right time for you to step into your destiny? There's no doubt in my mind that your time is right now! Your greatest wins and most amazing accomplishments are still ahead of you, just like mine are. But tomorrow is not promised. None of us know when our last breath will be taken. We don't have another moment to waste.

up. But not showing up goes against every fiber in my being because I learned from the best. I learned from someone who refused to fail others, a leader who lived and breathed to put others before himself. So, I heeded his voice in my ear and got up there.

I was determined to be more than the weight of my loss. I was committed to stepping into JR's love and light to be who he saw in me. When I did that, you know what happened? I had the strength to show up for all of you. I work hard at that every single day because it's what is necessary to also show up for myself and my loved ones. My love for JR will keep pushing me to make him proud. And though I feel his loss daily, I know I will never be without him because we are one.

Stepping into your destiny is not a stroll in the park. Making your life exceptional takes hard work, resilience, courage and a circle of people who have your back. You can't be an island unto yourself. When we lean into one another, we become stronger. We become more powerful. We become forces to be reckoned with who no one and nothing can hold back.

JR told me it was time to step into my destiny, and I did. I stepped into my destiny for myself and for all of you. I will not stop showing up and fulfilling my purpose. The

question I'm asking you today is when are you going to show up for your purpose? When is the right time for you to step into your destiny? There's no doubt in my mind that your time is right now! Your greatest wins and most amazing accomplishments are still ahead of you, just like mine are. But tomorrow is not promised. None of us know when our last breath will be taken. We don't have another moment to waste.

You can create your own legacy and leave this world a better place. You deserve and owe it to yourself, so commit to making it happen. Wake up each day and tell yourself you have everything you need to change your life and the lives of others. It is your destiny to do so. Otherwise, you wouldn't be on this journey with us. Remember, you'll never be bigger than your dreams, so dream big. Work hard every day, don't give up, follow the Plan, lean on your team and believe that you have the power to not only step into your destiny but live it to the fullest.

JR and I believe in you. Keep growing!

