



Mens sana in corpore sano Rudi Neidhardt

The aphorism “Mens sana in corpore sano”, ‘a sound mind in a healthy body’, that famous quotation from the satires written by the roman poet Juvenal, stands symbolically for the life motto of Rudi Neidhardt. He is deeply convinced of the rightfulness of Juvenal’s statement and so to speak a dazzlingly good-looking proof of that. This exceptional networker and international marketing strategist exercises daily, without maltreating his body, because he enjoys life to the fullest as a bon-vivant. The 66-year old relishes both, life and love, while he does not only have an athletic and healthy body; he also looks 10 years younger. “Attending my class reunions I sometimes feel like the son of one of my former classmates.”

One can believe him on word, because currently the General Manager EU of the Asian direct-selling giant QNET (a 15 year old Global Player in Network Marketing) is preparing himself for one of his three Triathlons, he is aiming to win this year. He has been succeeding in network marketing for more than forty years, a success story which has also been translating to his athletic aspirations. His challenge is to race and beat much younger athletes and to finish within the top group.

To stand still or stop pushing forward is no option for him, because that would mean stagnation. "Getting old is something for sissies! Age is not important, but rather how old you feel!"

His versatile, exciting and free live made him the person he is today. Particularly, however, he allowed himself to be shaped by his mentor, Lawrence Thompson, whom he got to know in 1980. Thompson was one of the founders of HERBALIFE and build a billion dollar empire with his partner Mark Hughes. He taught him the five rules for maximum success which Neidhardt truly believes in and since then has been sharing successfully with others internationally. The following principles became part of his DNA. The sales and marketing expert Neidhardt, until this day, regards them as sacred. They are called the "5 SELF" rules for maximum success.

Self-evaluation

Self-determination

Self-responsibility

Self-motivation

Self-functioning

Self-evaluation – where are you standing in your life NOW in regards to your health, wealth, lifestyle, future, and family etc. – just to mention a few topics.

Self-determination – set a reachable goal; plan it and go for it – **no matter what!**

Self-responsibility – discipline yourself to DMO (daily method of operation)

Self-motivation – motivate yourself; always stay "switched on".

Self-functioning – keep it funny, simple and magic.

"SUCCESS is what people do – NOT what successful people will not do"

Many young people Rudi Neidhardt coaches and advises benefit from his experience. He likes to quote the following sentence from his favorite song "Hard to thrill" by J.J. Cale *"There is nothing you can show me, that I haven't seen before!"* and he is consistent with this dictum. And Neidhardt adds with utter conviction: "No matter what you want to do – no matter how many speed bumps there are in your way, now matter how strong the headwinds are – no matter at how many windmills you tilt day in and day out ..."

"Winning or losing finally is a process that happens between your ears. Anything you really want – is in reach through mental strength and the necessary passion, which has to go with it. The magic word here is: Mind over Matter."

After finishing high school Neidhardt told his parents: "I want to visit America for two months!" Two months turned out to be 25 years, living in Florida and California. A compelling offer made him return to Europe in the mid 90s. He still does not stay in one place for long, not only traveling for business, but also private. He resides in Switzerland, but keeps enjoying his family home in Heidelberg. Mona, Neidhardt's life companion, accompanies him everywhere. They have been living happily together for over 5 years now.

He talks about his past relationships always full of appreciation and gratitude, but Mona is his "dream come true". The hobby chef and gourmet knows that partnerships are about giving and taking. An harmonic balance is only possible, if both respect and accept each other.





QNET Founder Vijay Eswaran and Rudi Neidhardt

His parents were happy together and are his role models on partnerships. Rudi was born on 14. July 1947 in Heidelberg and grew up as single child. He likes to emphasize that the 14th July is a national holiday in France, a date that marked the start of the assault on the bastille, the French revolution, although he is certainly no revolutionist. To run one's head against a wall is not an adequate solution for him: *"Patience is an humans second mind. Patience alone keeps up desire and goals."*

The Network entrepreneur never lost sight of his goals. The patience and love for what he has been doing over the years brought him success in the end, even though "patience often was not too easy for me" – he admits with a smile.

Right now he set himself a new goal. He started a 30-day challenge called "Vegan for Fit". During this time he only eats vegan food. In this way, he is conforming to the philosophy of his current company QNET and founder Dato' Seri Vijay Eswaran as well as co founder Joseph Bismark. QNET is the only company worldwide practicing a vegetarian/vegan lifestyle. The steak lover was already eating healthy and now wants to try something new; something he is fully convinced

of, and that will top up his mental and physical activities. He is drinking homemade green smoothies and loves them. So far he is motivated to continue the challenge, as it also tastes wonderful and enables him, on top, to lose some weight. GREAT!

"You are what you eat!", another one of his quotes which reveals that Neidhardt always has been involved heavily in food supplementation and innovative products and concepts which are offered in this industry. Healthy food in combination with intelligent supplementation and sport are his secret for a long and energetic life. "Every supplement I was marketing was tried by me FIRST. I can only sell a product if I truly believe in it."

He coaches seminar participants by shaking them awake with sentences like this: "Imagine the oil lamp in your car is blinking red. You would never just hide it with a black tape, stating "out of sight out of mind". Would you do that? NEVER! However your body gives signals too, if your "oil", more specifically your energy, is depleted and upcoming health related problems bring up those warning lights in you. But what are we doing? We are patching them, over and over again. We are living in a "patching" health society and the sad thing about this is – first, something severe must happen to our health for us to wake up and face the "music". Up to now, his body never gave any negative signals, as it is content with him and thanks him by giving him a younger appearance, endless endurance and a sharp mind.

Jim Rohn once said: *"Take good care of your body. It's the only place you have to live. If you take good care of it, your body can take you wherever you want to go, with the power and strength and energy and vitality you will need to get there."*

Rudi Neidhardt is open and authentic. *"Make sure the outside of you is a good reflection of the inside of you."* Every piece of knowledge he gives is willingly taken as advice. With his charismatic 66 years he has collected an abundance of experience, believes in collecting new ones every day and stays focused to his principle: *mens sana in corpore sano... we can all stay curious... (DR) ✓*



Rudi Neidhardt and Larry Thompson