



Living Witness

Stories of success in EcoQuest International.

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The George Innerarity, Jr. Story

At only 35 years old, George Innerarity, Jr. is already on his way to major success with EcoQuest International. For ten years George diligently worked to raise his son as a single dad while working as a deputy sheriff.

George says "I have lots of empathy for single parents trying to balance parenting while trying to make ends meet."

George tells the story of beginning his new business with EcoQuest in May 2002. "My first meeting was a disaster. I was terrified and stuttered through the whole thing. Sheri Stephens and my dad, George Innerarity, Sr., encouraged me and kept telling me that I was going to be one of the top leaders in the company. Now I can do a presentation in front of 30 or 40 people and I'm okay with it. I am honored to have the ability to influence others in a positive way. Listening to Mitchell Tolle and John Maxwell CDs really has helped a lot."

George adds "I worked the EcoQuest Business part-time for the first year. I earned promotions to Car Manger in Training in November 2002 and then Manager in March 2004 one year part-time and 9 months full-time. This was all new to me. Selling and recruiting are not something that came natural to me. Approaching people was not in my comfort zone. After placing several machines and seeing the difference it made for people, helping people became a passion for me.

After discussing with my Upline Manager Sheri Stephens how many sales it would take to replace my income, I decided to leave my job at the Sheriffs office in January of 2003. I was having so much fun and helping so many people that Sales Manager was not long after that. When I left several Deputies said that I would be back - now I have 5 other deputies



that are doing EcoQuest with me.”

George's business growth after earning his first Bonus Car highlights how important it is to earn this trophy on wheels. George agrees.



"The day after earning my first Bonus Car in July 2004, I drove it to the Success Institute. My Group and I had the pleasure of taking pictures with Mike Jackson handing me the keys to my LUXURY BONUS CAR (2004 Eddie Bauer Expedition) in front his house. My confidence soared and so did my business," says George. "The same month I promoted my first Manager (Shelly Aucoin a now stay-at-home mom in St. Amant, LA), then my second Manager (Tom Landry, Brian Landry, Mike Landry, and Tim Landry Carpet Restoration Company in New Iberia, LA) in September and my third Manager (Rae Mollo, a Katrina disaster victim and single parent in Slidell, LA) in November of this year, moving my rank to Coordinating Manager! I always say that our best product is our Opportunity because we are in a people-helping-people business."

I began to notice George at the Success Institutes and at tours of Nata's and my home. In fact, in checking records I find that George attended Success Institutes in September 2002, December 2002, June 2003, January and February 2004, March 2004, May 2004, June 2004, July 2004, January 2005, March 2005, May 2005, July 2005 and most recently in November 2005. He also attended the last three conventions in New Orleans LA, Dallas TX, and Orlando FL.

I asked George about his event attendance, Here's what he said:

"I had 14 people attend the last Success Institute and another 22 in our group go along with Sheri Stephens and George Innerarity, Sr. He is coming to the SI in Jan, 2006. I never miss an event! This is my career and my life. I use all the tools including the EcoQuest website, the EcoQuest Success Network, all the EcoQuest conference calls, and pretty much anything else the company hosts."

George continued, "One of the very best things that come from succeeding in the EcoQuest business is the personal development part. I never would have believed I would be conducting group events 3 to 4 times a week. I love being able to influence people to improve their lives and speaking to groups has been a good way for me to do this."

"My son Kody, who is 11 years old, also understands this. I love watching him watch me grow. I see how this impacts his thinking. He is very supportive and goes to a lot of the meetings with me. He dreams of one day being an international photographer and an EcoQuest Business Owner. Kody has sold a unit to his teacher at school which led to 10 other sales and some away from school. EcoQuest is much more than just a business," says George with a smile on his face.

George is a well-rounded EcoQuest Leader who takes part in the consumables side of the business by using the products personally and getting his team to use them too. He has also appeared on the daily morning nutrition calls. George is well on his way to becoming a Master Manager - he set his goal as December of 2006 and when he reaches his goal his business will be Rock Solid.

Commenting on the Rock Solid Plan George says, "I really believe in the Rock Solid Plan. I have seen

people get their 15,000 QV three months and then not really make anything out of their new Managership because it was built in a way that was not possible to last. The Rock Solid Plan forces my team to do the right things by building a good width and depth of Managers-in-Training and a good number of Business Owners. I intend to have many of my team's names on bronze and gold bricks on the EcoQuest 'Walk of Fame.'"

"I want to move to the top and inspire many people. I have had a people come up to me at the Success Institute and thank me for what I do. I even had one Gentleman tell me, 'I heard you on the training call where you said that you wanted to be like BOB GIDDENS. Well, I want to be like you. You inspire me to want to do this business because I could hear your heart over the phone. You are in this to genuinely help people, and I like that.' Mike, it's incredible when someone from a corporate background, even older than me and from another state, tells you they would like to be like me. WOW. I have had others say they would like to follow in my example. I even had one person at the Florida Convention walk up and told me, 'I don't know if you remember me or not. I met you at the New Orleans Convention. You gave me some advice and it caused me to break away my first MANAGER.' WOW. I LOVE THIS BUSINESS!!!"

"I remember the Success Institute after I made Manager; I walked through your house and took a picture with you. I told you I just made Manager. You said "Great, we could sure use your help". I am looking forward to helping EcoQuest become a better and bigger company for the rest of my working career!"

Thanks George, we're glad you're on the team!

Michael Q. Jackson Sr.

Mike Jackson