

**1** FIRST PACKAGE



**2** STEP



# Home-Based Business

*The first step toward turning your dreams into reality!*







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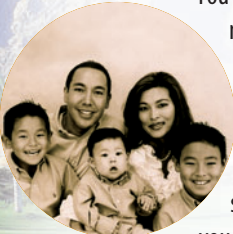
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## WHAT YOU NEED TO KNOW FIRST

Dear friend,


Welcome to the Financial Success System. Congratulations on your decision to pursue the next higher level and beyond. You have taken a very powerful step towards changing the quality of your life and the lives of the ones that you care about. It is our pleasure to present you with one of the most powerful and dynamic systems for discovering financial and lifestyle freedom techniques in the industry today.



You are about to discover how it is possible to affect one of the most impactful areas of your life, your financial well being. You'll explore a way to create "ongoing" income as a means to potentially direct your own precious future. We are honored to welcome you in advance to our team. Our Mentoring Team is prepared to train you and teach you step-by-step, the tools and the strategies that can provide you with the potential to turn your dreams into reality.

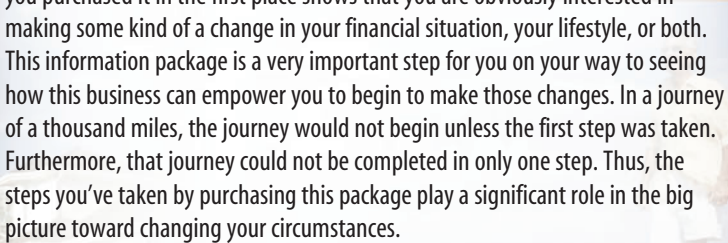
This simple information package is designed to give you the basic nuts and bolts of this incredible industry and this dynamic business. This workbook is the first step, and with it you are bound to have questions and concerns. This is normal, and all of your questions will be addressed and answered as you continue through the research process. Please do not try to understand everything at this point. You will be talking to your own personal mentor who will guide you step-by-step as you review these research materials. Allow yourself to have an open mind and a curious attitude.

**Remember, you deserve the best that life has to offer, and life is offering it each and every day. The fact that you have taken the time to explore this opportunity already separates you from the many who will only wish for more and those who do something about it. So again, congratulations and thank you for allowing us this opportunity to serve you. We look forward to talking and meeting with you soon.**



***“It’s amazing that FSS  
could make me this  
successful so fast”***

— Christopher & Mayumi Reece, Rocklin, CA

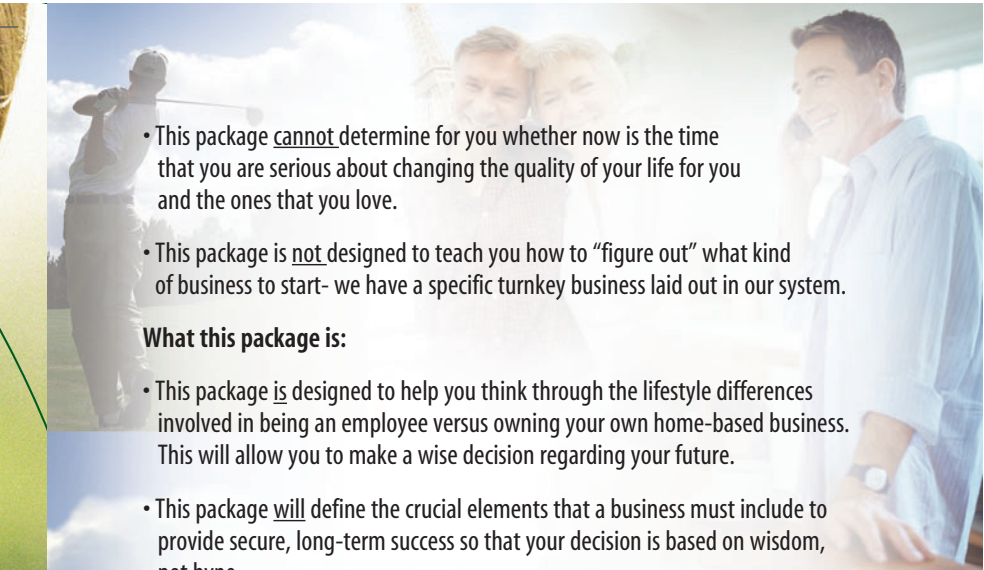


**It is important that you understand** the purpose of this package. The fact that you purchased it in the first place shows that you are obviously interested in making some kind of a change in your financial situation, your lifestyle, or both. This information package is a very important step for you on your way to seeing how this business can empower you to begin to make those changes. In a journey of a thousand miles, the journey would not begin unless the first step was taken. Furthermore, that journey could not be completed in only one step. Thus, the steps you’ve taken by purchasing this package play a significant role in the big picture toward changing your circumstances.

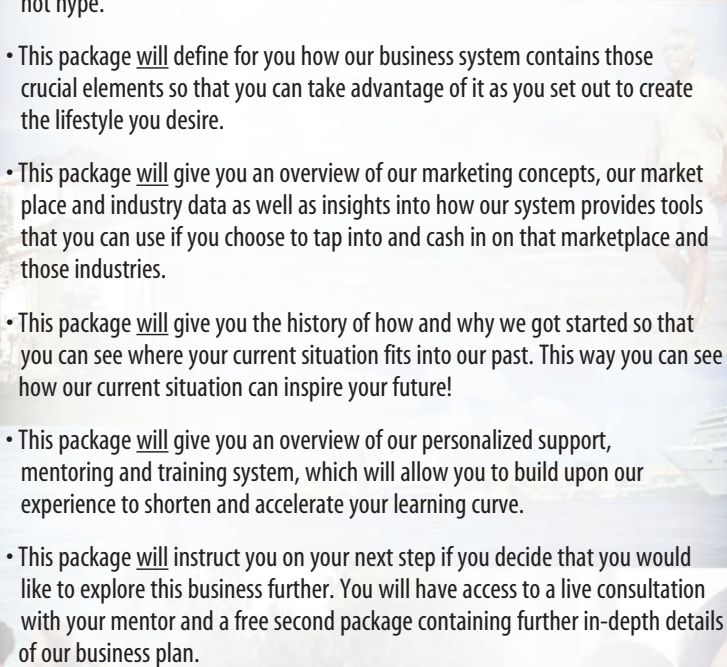
**Perhaps the best way to help you understand this will be for us to first tell you what this package is not intended to do.**

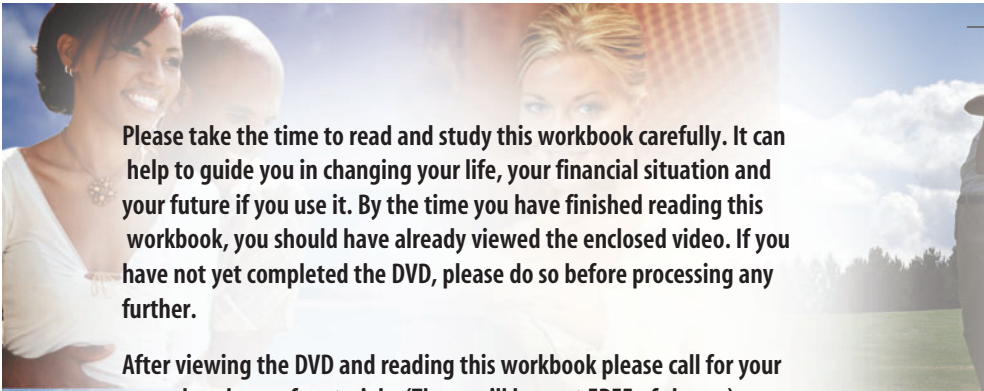
- This package is not a “Quick Fix” or a “Get-Rich-Quick” recipe.
- This package is not designed to convince or sell you that this is the business for you.
- This package is not a comprehensive, detailed business plan.
- This package cannot educate you with all of the aspects of business ownership (not even a full college degree in business can do that without actual experience).



- 
- This package cannot determine for you whether now is the time that you are serious about changing the quality of your life for you and the ones that you love.
  - This package is not designed to teach you how to “figure out” what kind of business to start- we have a specific turnkey business laid out in our system.

### What this package is:

- 
- This package is designed to help you think through the lifestyle differences involved in being an employee versus owning your own home-based business. This will allow you to make a wise decision regarding your future.
  - This package will define the crucial elements that a business must include to provide secure, long-term success so that your decision is based on wisdom, not hype.
  - This package will define for you how our business system contains those crucial elements so that you can take advantage of it as you set out to create the lifestyle you desire.
  - This package will give you an overview of our marketing concepts, our market place and industry data as well as insights into how our system provides tools that you can use if you choose to tap into and cash in on that marketplace and those industries.
  - This package will give you the history of how and why we got started so that you can see where your current situation fits into our past. This way you can see how our current situation can inspire your future!
  - This package will give you an overview of our personalized support, mentoring and training system, which will allow you to build upon our experience to shorten and accelerate your learning curve.
  - This package will instruct you on your next step if you decide that you would like to explore this business further. You will have access to a live consultation with your mentor and a free second package containing further in-depth details of our business plan.

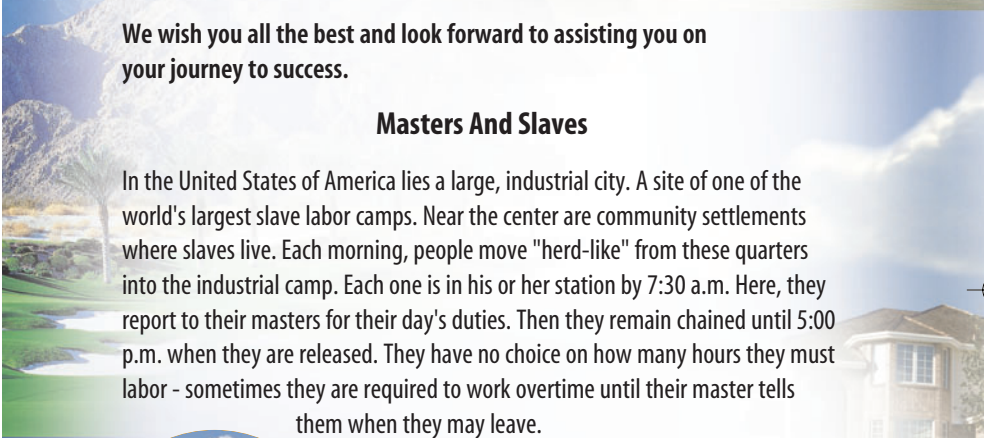


**Please take the time to read and study this workbook carefully. It can help to guide you in changing your life, your financial situation and your future if you use it. By the time you have finished reading this workbook, you should have already viewed the enclosed video. If you have not yet completed the DVD, please do so before processing any further.**

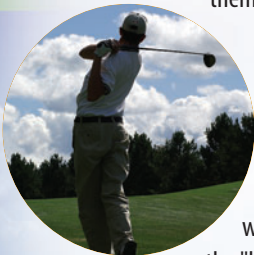
**After viewing the DVD and reading this workbook please call for your second package of materials. (These will be sent FREE of charge).**

**We wish you all the best and look forward to assisting you on your journey to success.**


## **Masters And Slaves**



In the United States of America lies a large, industrial city. A site of one of the world's largest slave labor camps. Near the center are community settlements where slaves live. Each morning, people move "herd-like" from these quarters into the industrial camp. Each one is in his or her station by 7:30 a.m. Here, they report to their masters for their day's duties. Then they remain chained until 5:00 p.m. when they are released. They have no choice on how many hours they must labor - sometimes they are required to work overtime until their master tells them when they may leave.



Each year, they are told when to take their vacation, for how long, and when they must return. They have little choice as to how much money they earn. They are allowed very little time for lunch and coffee breaks during these labor hours. They remain in their chains with great fear because the masters can punish them with the "lay-off" whip. It is said that even some slaves that are good and faithful, have felt the sting of the whip. Day by day, year-by-year they toil until the master decides that it is time for them to stop working.



*Remember, you deserve the best that life has to offer, and life is offering it each and every day. The fact that you have taken the time to explore this opportunity already separates you from the many who will only wish for more and those who do something about it.*

He then releases them to the retirement camps, where they are forced to sit idle and wait for death. It's a well-known fact that the old slaves that try to work are sometimes whipped with the "stop-your-pension" whip.

I know these slave camps really exist, for I am a free man who lives among the slaves. I am in business for myself. I am truly free. I rise in the morning called for by my schedule. I decide my own hours; I can even sleep-in late while the slaves are at work. I can vacation when, where and for how long I please. I am free to take my coffee and lunch break when I decide, and of course I decide my own paycheck, because I am not a slave. I can choose to work when and where I please and with whom I please. I am free to stay in the city for as long as I want or to move on to greener pastures if I decide to.

I have seen many slaves sadly pack their belongings, to leave the city in search of a new master. There is a ray of hope for the slave, though. He or she can buy his or her own freedom. The cost is not high, yet it seems high to those who don't have the courage to pay the price. What is the price? One must be willing to be one's own master!

**Author Unknown**

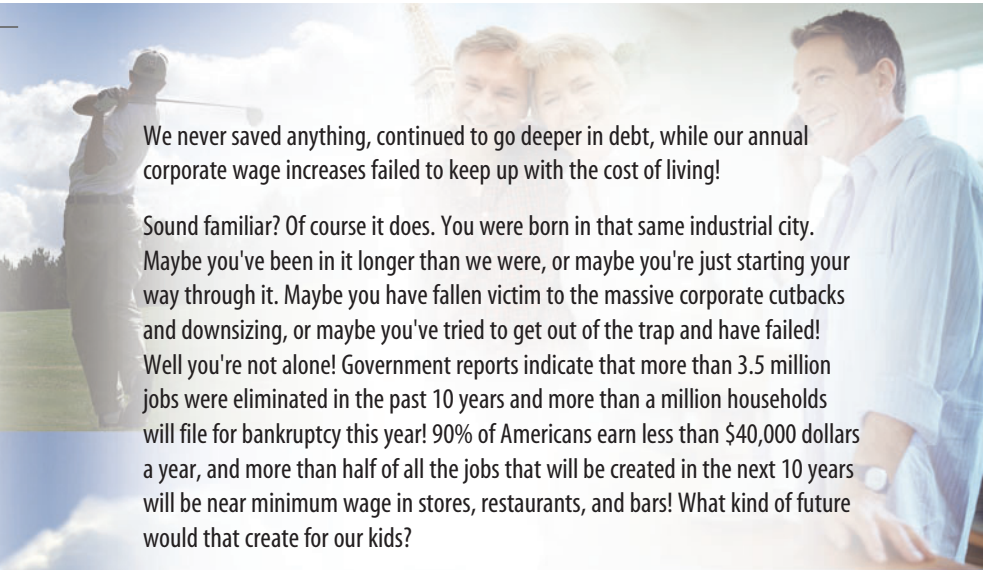
## Are You A Slave?

So what do you think of that story? Does the unknown author of this little tale seem to go to extremes to get a point across, or can you relate? Do you sometimes feel like a slave? I know I can relate, and for most of my life I felt like a slave. In fact, you could have fit a healthy portion of my life right into the lines of that story! But my life has jumped right out of that page! I am free from the slavery of settling for a limited lifestyle! And I'm here to tell you that you can set yourself free also - in fact, we'll show you how and help you!

Now maybe you're thinking that we're extraordinary or lucky or an exception to the rule. Let me assure you that we are about as ordinary as people come. We have no college education or special background in business start-ups. But our success was not accidental. And you will soon understand how you will be able to employ the same actions to attain income levels of 5,000 -10,000 dollars\* per month or more, in just months, not years!


Much like the story that you have just read, I had spent most of my life working for someone else. As far back as I can remember I believed that I had no other choice but to exchange my time and my efforts for a wage that seemed to never be enough to get my family and I ahead. My father taught us that if a man pays for eight hours, you give him ten hours of work. The problem was that after giving my time for so many years, I found myself barely making ends meet and what's worse; there was no end in sight. We spent years in that industrial city called the corporate workforce, and the experience was really very much like what you just read. I was "chained" to my employment. I was always told what to do and when, even if it didn't seem right. My pay was directly proportionate to the time I put in, and if my family needed me for any extended period, I needed permission, and if I got the permission, I was under the stress of knowing that I could not afford the time off. Although we were both working very hard, our income never quite caught up to the financial needs of living a decent lifestyle, and we couldn't even dream of getting ahead!

\* The incomes presented are applicable to the individuals depicted and are not a guarantee of your income, nor are they typical.




We never saved anything, continued to go deeper in debt, while our annual corporate wage increases failed to keep up with the cost of living!

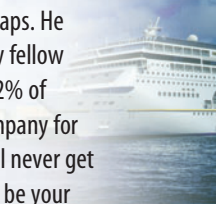
Sound familiar? Of course it does. You were born in that same industrial city. Maybe you've been in it longer than we were, or maybe you're just starting your way through it. Maybe you have fallen victim to the massive corporate cutbacks and downsizing, or maybe you've tried to get out of the trap and have failed! Well you're not alone! Government reports indicate that more than 3.5 million jobs were eliminated in the past 10 years and more than a million households will file for bankruptcy this year! 90% of Americans earn less than \$40,000 dollars a year, and more than half of all the jobs that will be created in the next 10 years will be near minimum wage in stores, restaurants, and bars! What kind of future would that create for our kids?






Now, I don't want to paint a bleak picture, but we all know it's true. 97% of all Americans retire in poverty, and we were headed right down that same road - and odds are that you are too! You don't need to be a rocket scientist to figure that out - the odds are in favor of that dismal outcome.

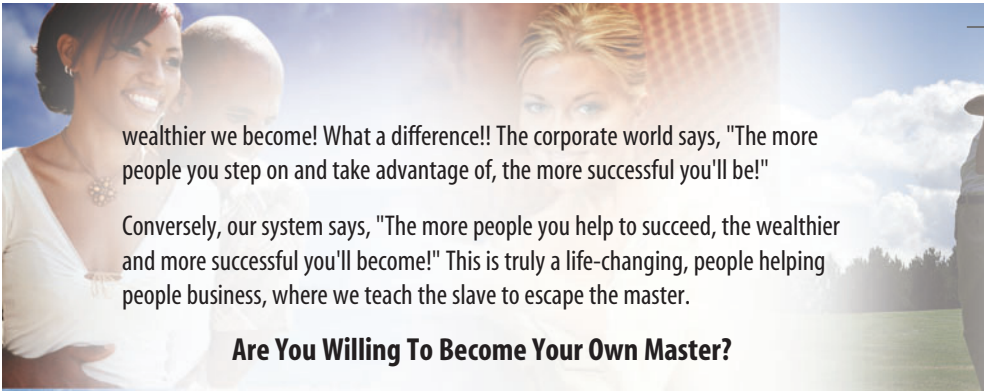


Okay, so we've all been watching the news, and I'm sure you can relate to much of what I've said, otherwise you never would have ordered these materials. I'm not telling you anything you don't already know --- yet! But read on!



Now what really got to me during my years in the "camp" was that the man I worked for, and with, had a completely different future. He was the owner of the company and he was making and saving a lot of money, while I got scraps. He and his family had a bright future, whether he came to work or not! My fellow blue-collar employees and I were making him rich. He was part of the 2% of Americans who retire with a lot of money, and left no room in that company for anyone else, including me, to share in his wealth! The point is - you will never get rich working for someone else. To be financially independent you must be your own boss. That's one problem with the corporate job structure - the low paid people work to make the wealthy individuals wealthier! Whereas, in our Home Based Business System, the more people we help to become wealthy, the

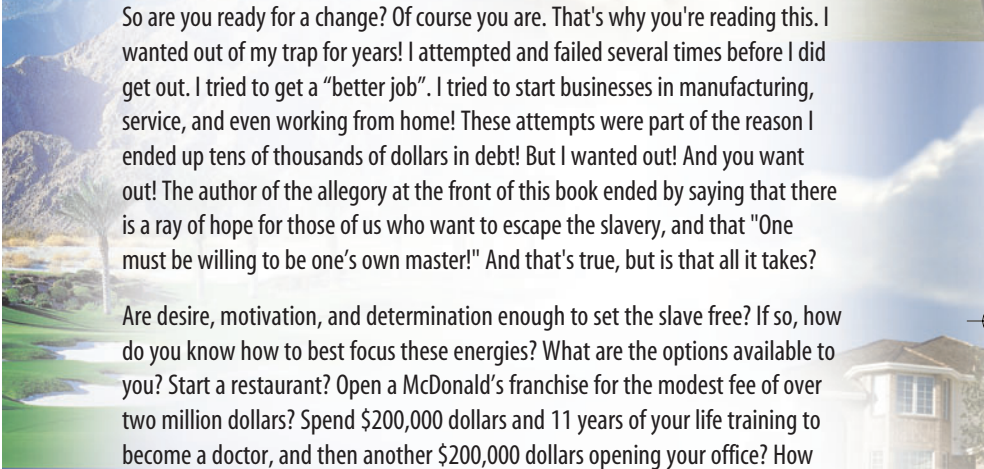






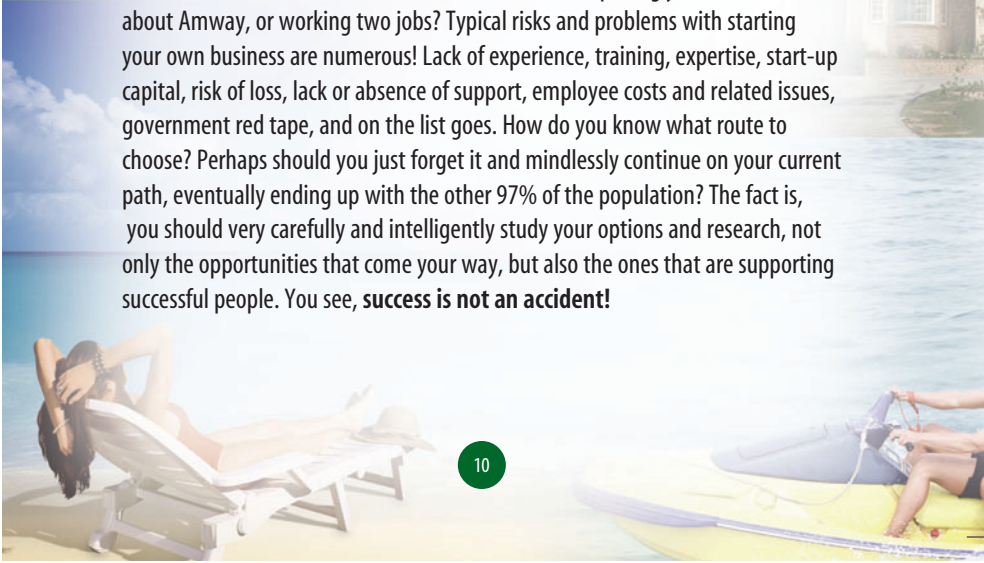
wealthier we become! What a difference!! The corporate world says, "The more people you step on and take advantage of, the more successful you'll be!"

Conversely, our system says, "The more people you help to succeed, the wealthier and more successful you'll become!" This is truly a life-changing, people helping people business, where we teach the slave to escape the master.

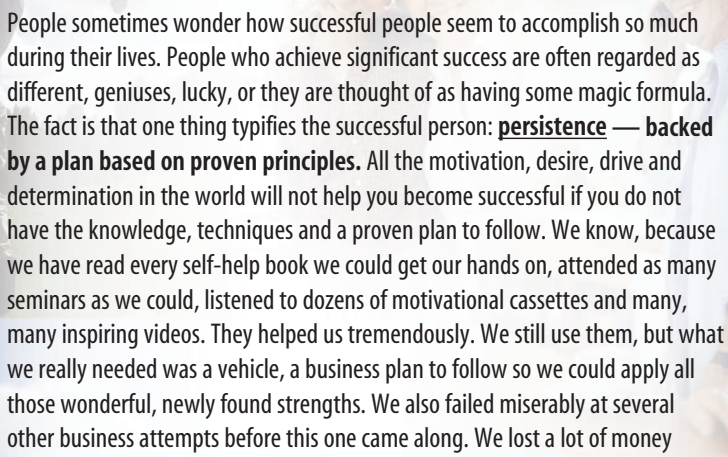
## Are You Willing To Become Your Own Master?



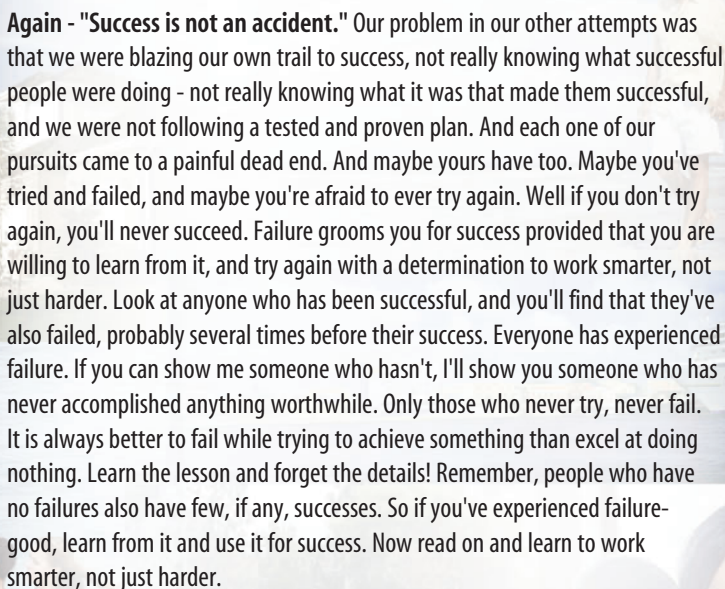
So are you ready for a change? Of course you are. That's why you're reading this. I wanted out of my trap for years! I attempted and failed several times before I did get out. I tried to get a "better job". I tried to start businesses in manufacturing, service, and even working from home! These attempts were part of the reason I ended up tens of thousands of dollars in debt! But I wanted out! And you want out! The author of the allegory at the front of this book ended by saying that there is a ray of hope for those of us who want to escape the slavery, and that "One must be willing to be one's own master!" And that's true, but is that all it takes?



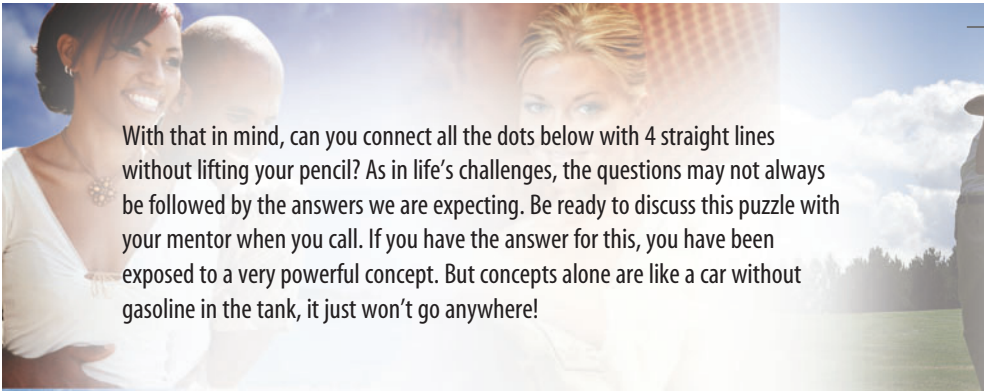
Are desire, motivation, and determination enough to set the slave free? If so, how do you know how to best focus these energies? What are the options available to you? Start a restaurant? Open a McDonald's franchise for the modest fee of over two million dollars? Spend \$200,000 dollars and 11 years of your life training to become a doctor, and then another \$200,000 dollars opening your office? How about Amway, or working two jobs? Typical risks and problems with starting your own business are numerous! Lack of experience, training, expertise, start-up capital, risk of loss, lack or absence of support, employee costs and related issues, government red tape, and on the list goes. How do you know what route to choose? Perhaps should you just forget it and mindlessly continue on your current path, eventually ending up with the other 97% of the population? The fact is, you should very carefully and intelligently study your options and research, not only the opportunities that come your way, but also the ones that are supporting successful people. You see, **success is not an accident!**



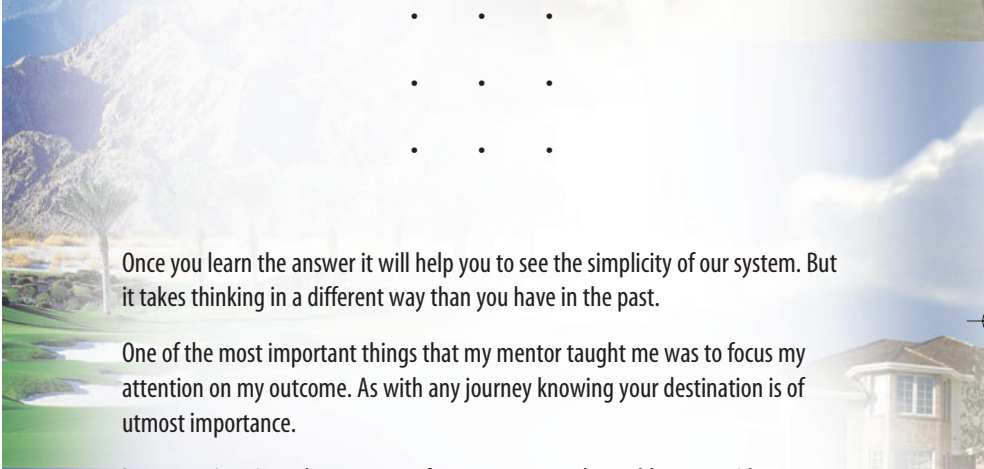
People sometimes wonder how successful people seem to accomplish so much during their lives. People who achieve significant success are often regarded as different, geniuses, lucky, or they are thought of as having some magic formula. The fact is that one thing typifies the successful person: **persistence** — backed by a plan based on proven principles. All the motivation, desire, drive and determination in the world will not help you become successful if you do not have the knowledge, techniques and a proven plan to follow. We know, because we have read every self-help book we could get our hands on, attended as many seminars as we could, listened to dozens of motivational cassettes and many, many inspiring videos. They helped us tremendously. We still use them, but what we really needed was a vehicle, a business plan to follow so we could apply all those wonderful, newly found strengths. We also failed miserably at several other business attempts before this one came along. We lost a lot of money looking for a way to make extra income and become independent by listening to and following people without seeing their physical success records.



**Again - "Success is not an accident."** Our problem in our other attempts was that we were blazing our own trail to success, not really knowing what successful people were doing - not really knowing what it was that made them successful, and we were not following a tested and proven plan. And each one of our pursuits came to a painful dead end. And maybe yours have too. Maybe you've tried and failed, and maybe you're afraid to ever try again. Well if you don't try again, you'll never succeed. Failure grooms you for success provided that you are willing to learn from it, and try again with a determination to work smarter, not just harder. Look at anyone who has been successful, and you'll find that they've also failed, probably several times before their success. Everyone has experienced failure. If you can show me someone who hasn't, I'll show you someone who has never accomplished anything worthwhile. Only those who never try, never fail. It is always better to fail while trying to achieve something than excel at doing nothing. Learn the lesson and forget the details! Remember, people who have no failures also have few, if any, successes. So if you've experienced failure-good, learn from it and use it for success. Now read on and learn to work smarter, not just harder.



With that in mind, can you connect all the dots below with 4 straight lines without lifting your pencil? As in life's challenges, the questions may not always be followed by the answers we are expecting. Be ready to discuss this puzzle with your mentor when you call. If you have the answer for this, you have been exposed to a very powerful concept. But concepts alone are like a car without gasoline in the tank, it just won't go anywhere!



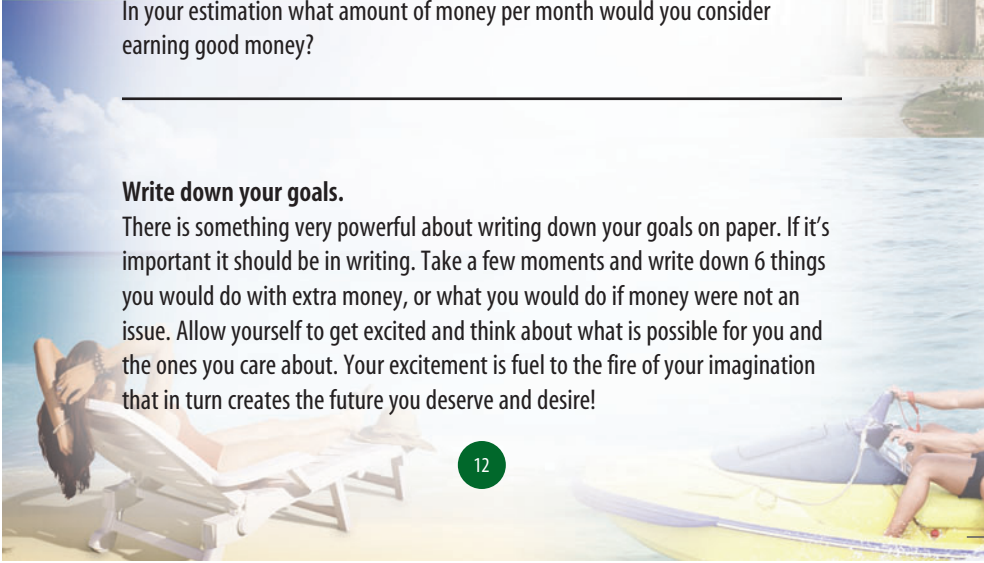
Once you learn the answer it will help you to see the simplicity of our system. But it takes thinking in a different way than you have in the past.

One of the most important things that my mentor taught me was to focus my attention on my outcome. As with any journey knowing your destination is of utmost importance.

In your estimation what amount of money per month would you consider earning good money?

**Write down your goals.**

There is something very powerful about writing down your goals on paper. If it's important it should be in writing. Take a few moments and write down 6 things you would do with extra money, or what you would do if money were not an issue. Allow yourself to get excited and think about what is possible for you and the ones you care about. Your excitement is fuel to the fire of your imagination that in turn creates the future you deserve and desire!



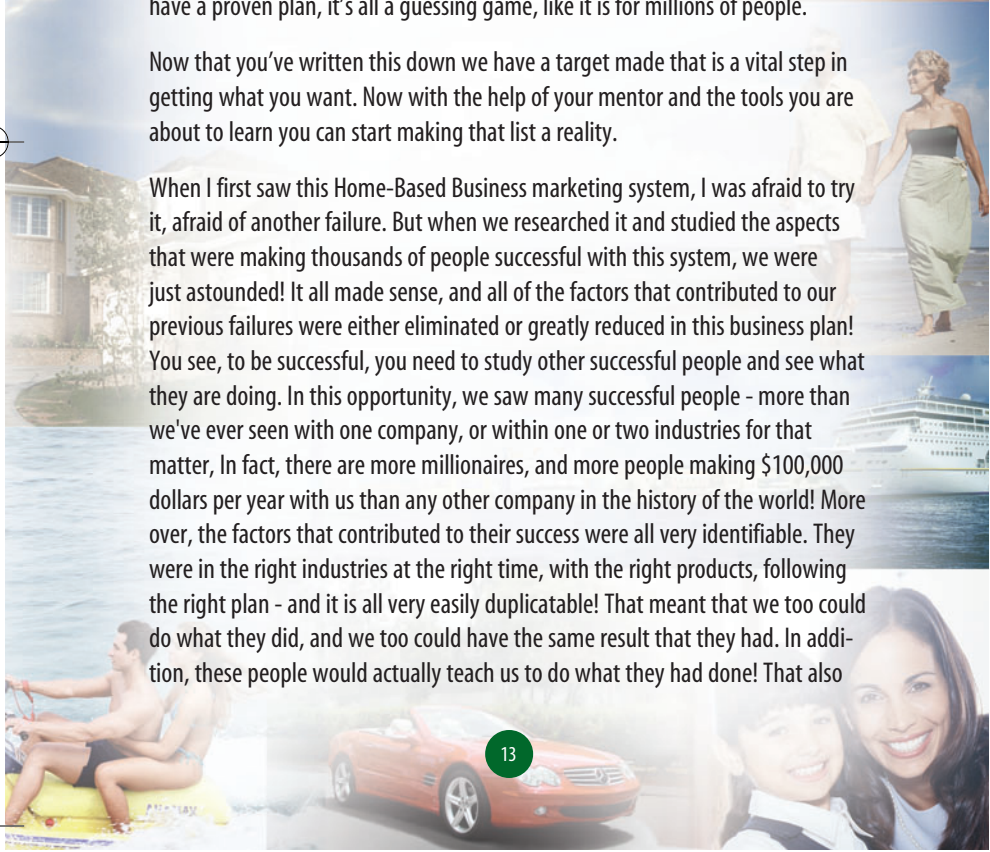


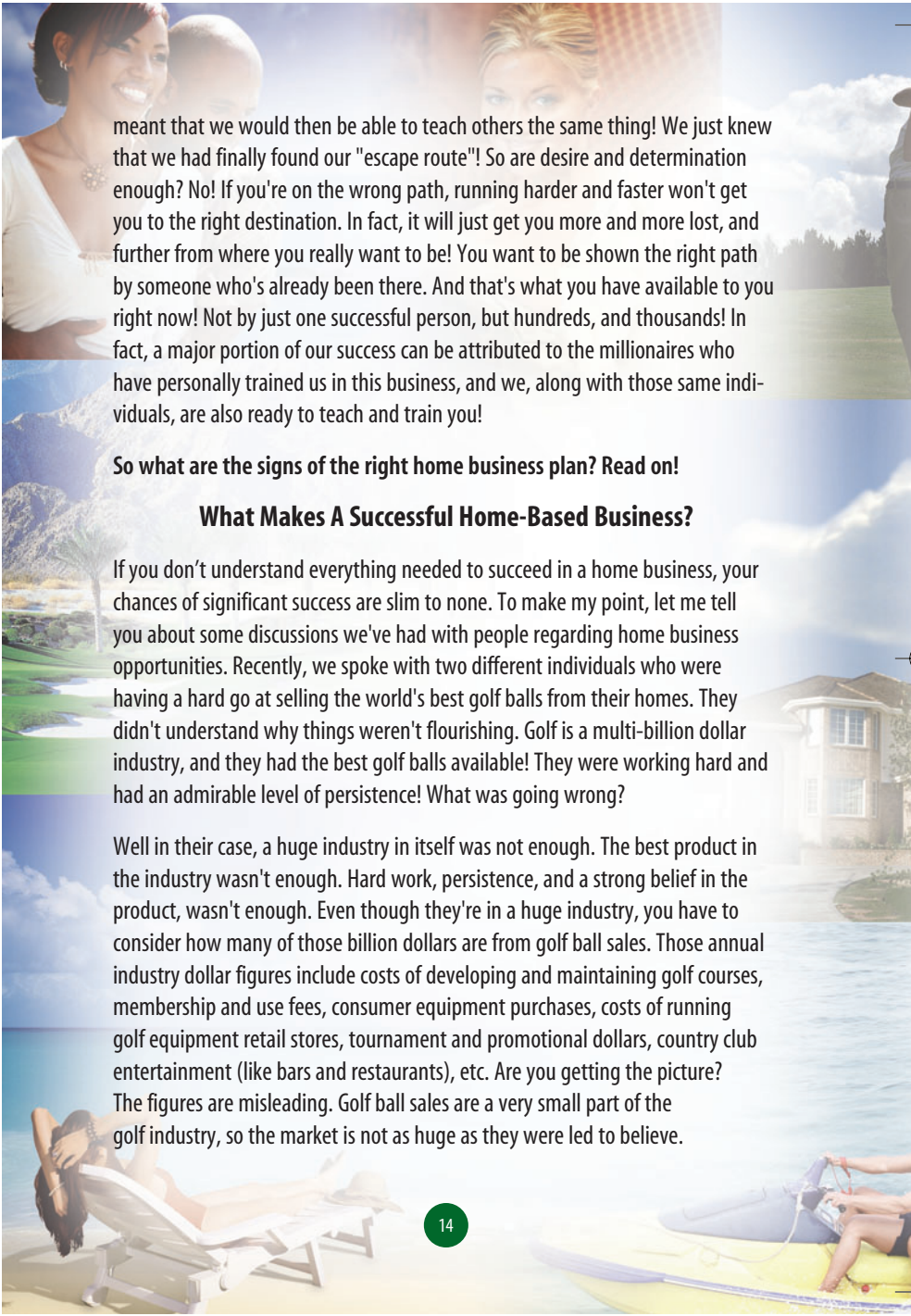
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Does this list exist anywhere else? If you are like most of us before we were trained, it probably was just floating around somewhere in your head. But let's say it had been written down and they still haven't materialized. If you don't have a proven plan, it's all a guessing game, like it is for millions of people.

Now that you've written this down we have a target made that is a vital step in getting what you want. Now with the help of your mentor and the tools you are about to learn you can start making that list a reality.

When I first saw this Home-Based Business marketing system, I was afraid to try it, afraid of another failure. But when we researched it and studied the aspects that were making thousands of people successful with this system, we were just astounded! It all made sense, and all of the factors that contributed to our previous failures were either eliminated or greatly reduced in this business plan! You see, to be successful, you need to study other successful people and see what they are doing. In this opportunity, we saw many successful people - more than we've ever seen with one company, or within one or two industries for that matter, In fact, there are more millionaires, and more people making \$100,000 dollars per year with us than any other company in the history of the world! More over, the factors that contributed to their success were all very identifiable. They were in the right industries at the right time, with the right products, following the right plan - and it is all very easily duplicatable! That meant that we too could do what they did, and we too could have the same result that they had. In addition, these people would actually teach us to do what they had done! That also





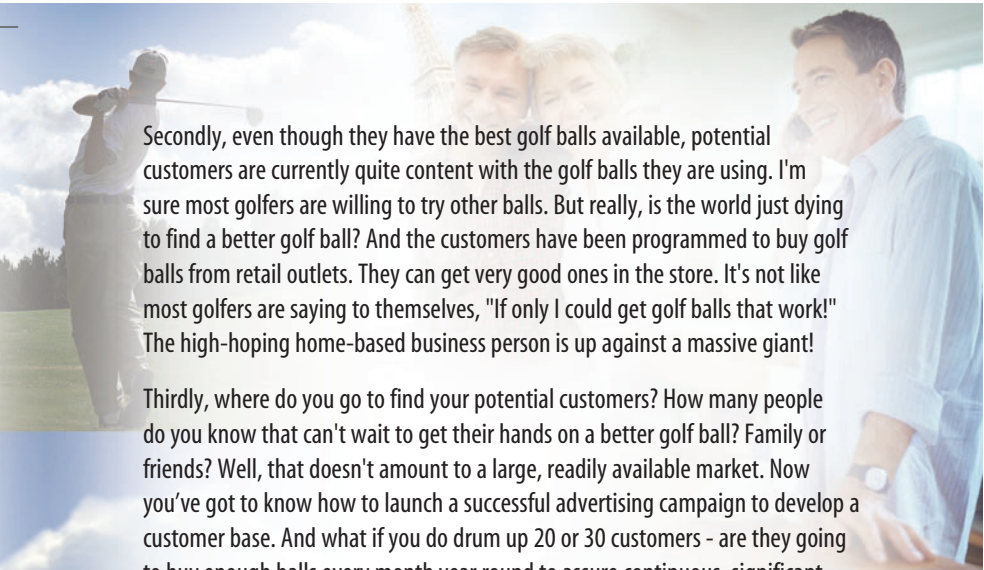
meant that we would then be able to teach others the same thing! We just knew that we had finally found our "escape route"! So are desire and determination enough? No! If you're on the wrong path, running harder and faster won't get you to the right destination. In fact, it will just get you more and more lost, and further from where you really want to be! You want to be shown the right path by someone who's already been there. And that's what you have available to you right now! Not by just one successful person, but hundreds, and thousands! In fact, a major portion of our success can be attributed to the millionaires who have personally trained us in this business, and we, along with those same individuals, are also ready to teach and train you!

**So what are the signs of the right home business plan? Read on!**

### **What Makes A Successful Home-Based Business?**

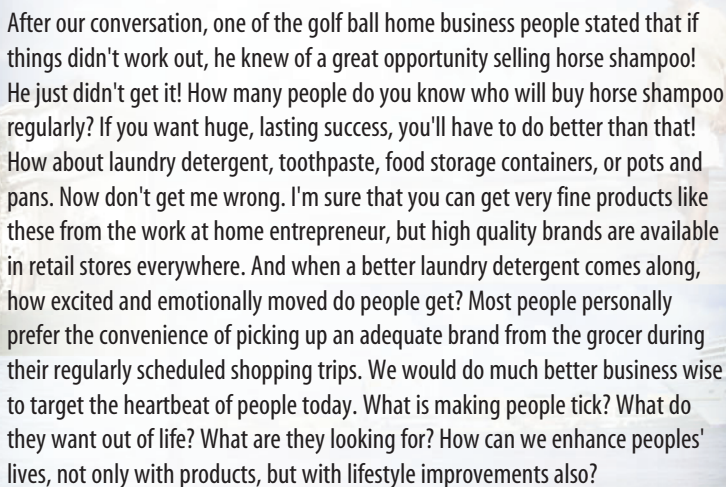
If you don't understand everything needed to succeed in a home business, your chances of significant success are slim to none. To make my point, let me tell you about some discussions we've had with people regarding home business opportunities. Recently, we spoke with two different individuals who were having a hard go at selling the world's best golf balls from their homes. They didn't understand why things weren't flourishing. Golf is a multi-billion dollar industry, and they had the best golf balls available! They were working hard and had an admirable level of persistence! What was going wrong?

Well in their case, a huge industry in itself was not enough. The best product in the industry wasn't enough. Hard work, persistence, and a strong belief in the product, wasn't enough. Even though they're in a huge industry, you have to consider how many of those billion dollars are from golf ball sales. Those annual industry dollar figures include costs of developing and maintaining golf courses, membership and use fees, consumer equipment purchases, costs of running golf equipment retail stores, tournament and promotional dollars, country club entertainment (like bars and restaurants), etc. Are you getting the picture? The figures are misleading. Golf ball sales are a very small part of the golf industry, so the market is not as huge as they were led to believe.

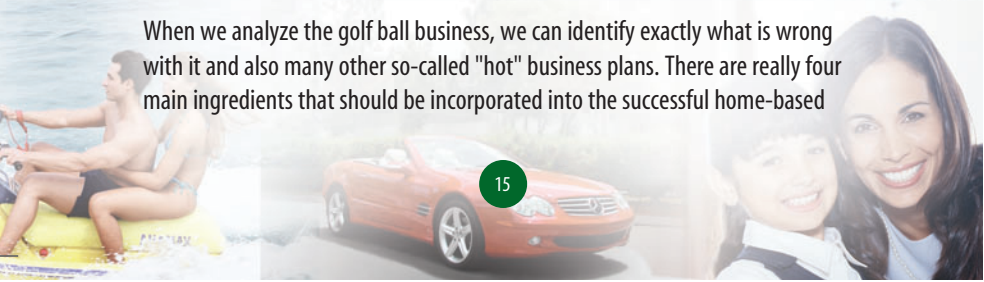


Secondly, even though they have the best golf balls available, potential customers are currently quite content with the golf balls they are using. I'm sure most golfers are willing to try other balls. But really, is the world just dying to find a better golf ball? And the customers have been programmed to buy golf balls from retail outlets. They can get very good ones in the store. It's not like most golfers are saying to themselves, "If only I could get golf balls that work!" The high-hoping home-based business person is up against a massive giant!

Thirdly, where do you go to find your potential customers? How many people do you know that can't wait to get their hands on a better golf ball? Family or friends? Well, that doesn't amount to a large, readily available market. Now you've got to know how to launch a successful advertising campaign to develop a customer base. And what if you do drum up 20 or 30 customers - are they going to buy enough balls every month year round to assure continuous, significant income and repeat business? Will the advertising pay off?



After our conversation, one of the golf ball home business people stated that if things didn't work out, he knew of a great opportunity selling horse shampoo! He just didn't get it! How many people do you know who will buy horse shampoo regularly? If you want huge, lasting success, you'll have to do better than that! How about laundry detergent, toothpaste, food storage containers, or pots and pans. Now don't get me wrong. I'm sure that you can get very fine products like these from the work at home entrepreneur, but high quality brands are available in retail stores everywhere. And when a better laundry detergent comes along, how excited and emotionally moved do people get? Most people personally prefer the convenience of picking up an adequate brand from the grocer during their regularly scheduled shopping trips. We would do much better business wise to target the heartbeat of people today. What is making people tick? What do they want out of life? What are they looking for? How can we enhance peoples' lives, not only with products, but with lifestyle improvements also?



When we analyze the golf ball business, we can identify exactly what is wrong with it and also many other so-called "hot" business plans. There are really four main ingredients that should be incorporated into the successful home-based

business, and a system that effectively incorporates these four ingredients offers the potential for tremendous success.

**Ingredient #1 You must effectively tap into "Huge Expanding Markets".**

**Ingredient #2 You want to market "Exclusive, Consumable products or services."**

**Ingredient #3 You must cash-in on large, enduring "Trends".**

**Ingredient #4 You must employ the concept of "Leverage".**

Let's take an in-depth look at each of these ingredients one at a time.

**Ingredient #1 - You must effectively tap into "Huge Expanding Markets".**

If you want to have a growing, thriving business, you better be in a thriving growing industry. Not only that, but you must know how to effectively tap into that industry. If you can do this, then your business can grow right along with that industry. For instance: what do you think would be a better choice of markets to enter, CD Player sales, or Phonograph sales? Well in this case it's very obvious, right? CD players are in large demand, but phonographs are basically obsolete. Therefore, we know which of these two markets is expanding and which one isn't. But even if you did make the right choice you would still have to know how to effectively get your share of the business available. Just hanging a sign on your front door saying "Sony CD players sold here" wouldn't enable you to effectively take a share of the market.

So, which "Huge, Expanding" industries offer a way out of the "camp" for people like you and me? Some of the very fastest growing industries on earth today are:

- Working From Home - \$401 Billion Dollar Industry - the dream of millions!
- Mail Order Marketing - \$350 Billion Dollar Industry and growing!
- Health Industry - \$35 Billion Dollar Industry - growing at the speed of light!
- Nutrition Industry - \$4.2 Billion Dollar Industry - and booming!
- Weight Control Industry - \$33 Billion Dollar Industry - fueled by epidemic sized obesity levels.
- Personal Care Industry - \$72 Billion Dollar Industry - receiving more fuel daily!


- Cosmetics Industry - \$8 Billion Dollar Industry - and growing strong!
- E-Commerce & Internet Marketing - Immeasurably growing at the speed of Cyberspace!

Let's take a closer look at just one of those industries. Early in the 1990's the **Wall Street Journal** estimated the total annual revenue from mail order marketing at between 55 and 65 billion dollars. Then a **New York Times** article quoted the figure of 140 billion dollars a year. A later figure that **Direct Marketing Magazine** put out was 245 billion dollars. By 1999, the industry had grown to 350 billion dollars, and it is expected to double in size in the next decade. **If you had only 1/3 of 1% of that market, you'd have over a billion dollars in sales!**

The best combination of industry choices today would be a system that would feed the "Working From Home" industry, (so people can escape the "camp"), with proven effective tools berthed out of the "Mail Order Marketing" and "Internet Marketing" industries. Combined, these aspects would empower the new entrepreneur to effectively tap into the other huge growing industries listed. That combination alone would be the dream of anybody seeking freedom! And it is doubtful that any other combination of factors on earth could offer as powerful a home-based business system as that. But there's more . . .

### **Ingredient #2 - You want to market "Exclusive, Consumable" products or services.**

A consumable product or service is one that people use regularly and must replace regularly. What that amounts to for the one providing the service or product is repeat business, repeat purchases, and a continually flowing income. Just think about that for a minute. Every time you flip a lightswitch, someone makes money. Every time you pick up the telephone, someone makes money. Every time you eat, turn on the water, start your car engine, replace a bar of soap, or get a haircut, someone makes money! For example: breakfast cereal is a huge selling consumable. Kellogg's does over 50 billion dollars in sales a year! Think of it! They have millions of 3 or 4 dollar sales several times a month, year after year.



The ideal home business is one that markets consumable products or services in such a way that after your initial effort is done, repeating orders, sales, and commissions come your way for the rest of your life.

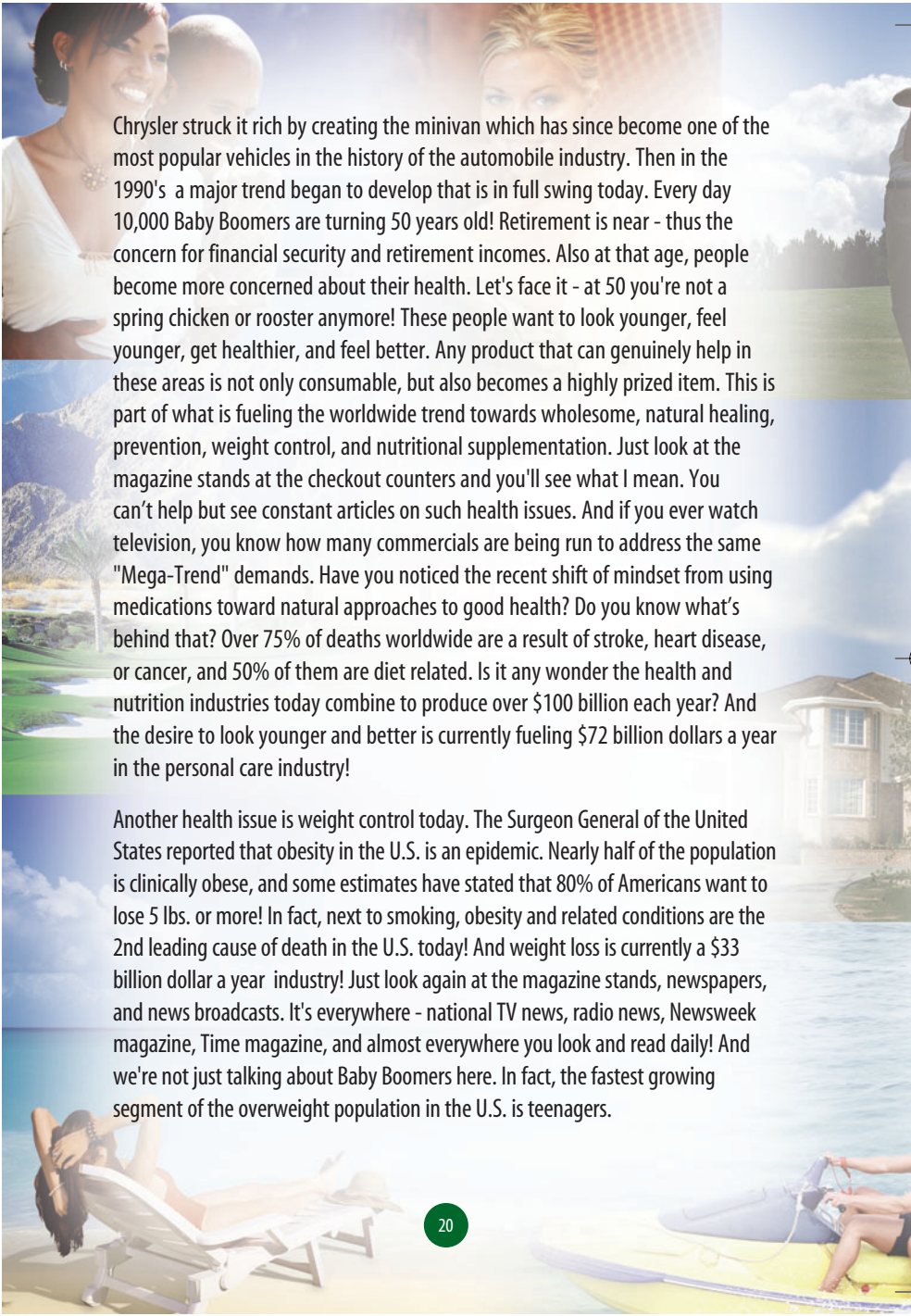
But just any consumable isn't enough. It has got to be in high demand, and it has got to be unique and exclusive, meaning that it is not readily available anywhere else, especially in stores. The ideal arrangement would be that the only way the consumer could get it would be through you. The next ingredient will help us make the right choice of such exclusive products and services.

### **Ingredient #3 - You must cash-in on large, enduring "Trends".**

A "Market Trend" is really an economic movement - meaning that large masses of people's spending habits are all moving in a uniform direction. History shows that those people who were first able to identify such market trends and then came up with effective ways to meet the needs of those trends, were able to create abundant wealth for themselves. In essence, they were able to get in front of a huge economic wave and then ride it to financial freedom. But timing is everything. Start too late and you miss the wave. Those who get in front of large trends make a lot of money. Those who don't pay attention to such large trends fail to make a lot of money from those trends. So how can we identify and predict such trends today? One of the main keys is to know the wants and desires of certain large consumer groups - what is making people "tick"? So let's take a look at what is making large consumer groups "tick" in the marketplace today. Current research has shown a few things that people want and are looking for most in life today that are feeding some current market trends:

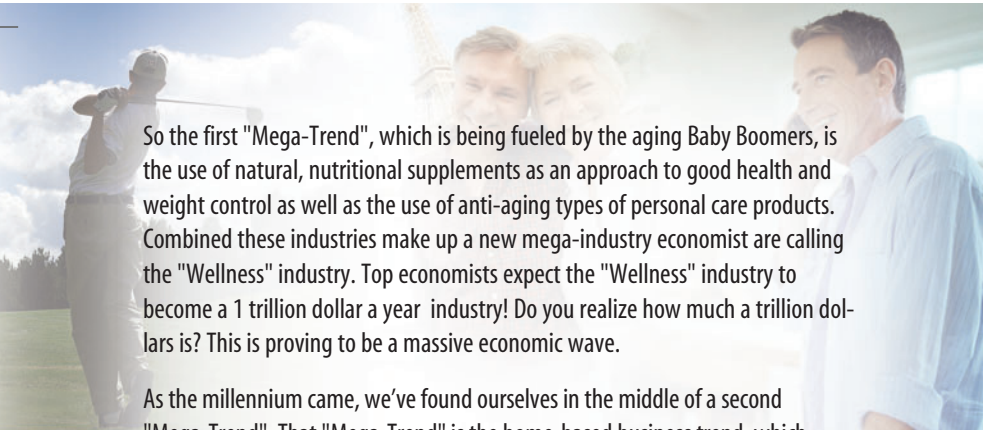
- To have more money and financial security
- To have better health
- To assure a good retirement
- Home-based business opportunities
- To look and feel younger
- To have more time freedom or time flexibility



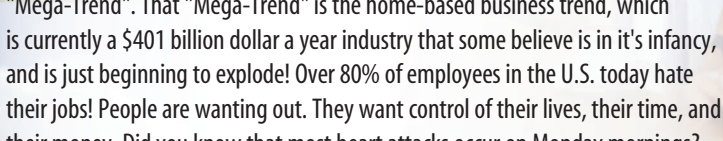


Chrysler struck it rich by creating the minivan which has since become one of the most popular vehicles in the history of the automobile industry. Then in the 1990's a major trend began to develop that is in full swing today. Every day 10,000 Baby Boomers are turning 50 years old! Retirement is near - thus the concern for financial security and retirement incomes. Also at that age, people become more concerned about their health. Let's face it - at 50 you're not a spring chicken or rooster anymore! These people want to look younger, feel younger, get healthier, and feel better. Any product that can genuinely help in these areas is not only consumable, but also becomes a highly prized item. This is part of what is fueling the worldwide trend towards wholesome, natural healing, prevention, weight control, and nutritional supplementation. Just look at the magazine stands at the checkout counters and you'll see what I mean. You can't help but see constant articles on such health issues. And if you ever watch television, you know how many commercials are being run to address the same "Mega-Trend" demands. Have you noticed the recent shift of mindset from using medications toward natural approaches to good health? Do you know what's behind that? Over 75% of deaths worldwide are a result of stroke, heart disease, or cancer, and 50% of them are diet related. Is it any wonder the health and nutrition industries today combine to produce over \$100 billion each year? And the desire to look younger and better is currently fueling \$72 billion dollars a year in the personal care industry!

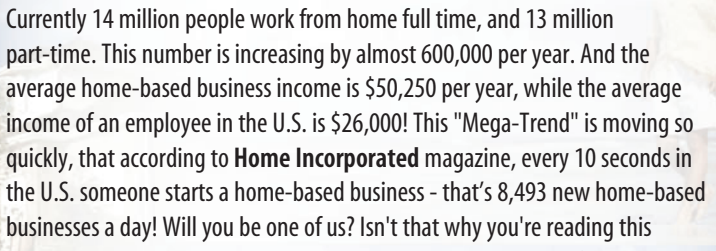
Another health issue is weight control today. The Surgeon General of the United States reported that obesity in the U.S. is an epidemic. Nearly half of the population is clinically obese, and some estimates have stated that 80% of Americans want to lose 5 lbs. or more! In fact, next to smoking, obesity and related conditions are the 2nd leading cause of death in the U.S. today! And weight loss is currently a \$33 billion dollar a year industry! Just look again at the magazine stands, newspapers, and news broadcasts. It's everywhere - national TV news, radio news, Newsweek magazine, Time magazine, and almost everywhere you look and read daily! And we're not just talking about Baby Boomers here. In fact, the fastest growing segment of the overweight population in the U.S. is teenagers.




So the first "Mega-Trend", which is being fueled by the aging Baby Boomers, is the use of natural, nutritional supplements as an approach to good health and weight control as well as the use of anti-aging types of personal care products. Combined these industries make up a new mega-industry economist are calling the "Wellness" industry. Top economists expect the "Wellness" industry to become a 1 trillion dollar a year industry! Do you realize how much a trillion dollars is? This is proving to be a massive economic wave.




As the millennium came, we've found ourselves in the middle of a second "Mega-Trend". That "Mega-Trend" is the home-based business trend, which is currently a \$401 billion dollar a year industry that some believe is in it's infancy, and is just beginning to explode! Over 80% of employees in the U.S. today hate their jobs! People are wanting out. They want control of their lives, their time, and their money. Did you know that most heart attacks occur on Monday mornings? That's a statistical fact! It sounds like some people would rather die than go to their jobs!



Currently 14 million people work from home full time, and 13 million part-time. This number is increasing by almost 600,000 per year. And the average home-based business income is \$50,250 per year, while the average income of an employee in the U.S. is \$26,000! This "Mega-Trend" is moving so quickly, that according to **Home Incorporated** magazine, every 10 seconds in the U.S. someone starts a home-based business - that's 8,493 new home-based businesses a day! Will you be one of us? Isn't that why you're reading this booklet? Well, our marketing system caters right to the hunger of that trend, and our system gives you the potential to cash-in on that trend with our system!



The third "Mega-Trend" is E-Commerce also known as Internet Marketing. I don't think I have to spend a whole lot of time on this one. Can you ever watch television, drive a car, read a newspaper or listen to the radio without hearing and seeing "www.SomethingOrOther.com"? In fact, Internet marketing is projected by some to have a greater economic impact on the world than the Industrial Revolution did! Now that's significant! And our Internet marketing systems are cutting-edge in front of that wave so that you can learn to ride the wave of this "Mega-Trend" also - even if you don't own a computer!

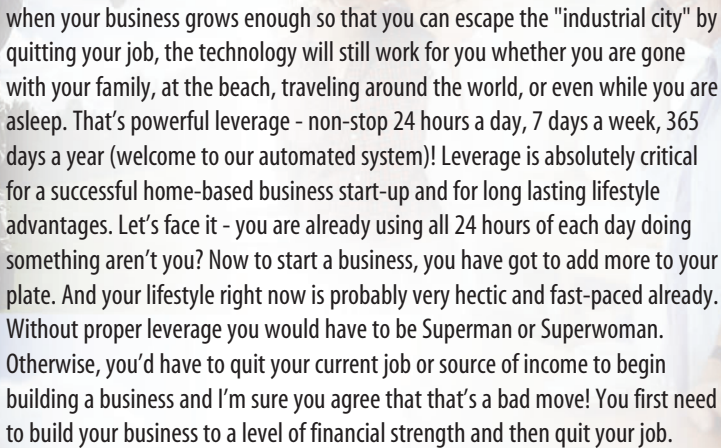


So after exploring these three "Mega-Trends", I'm sure you can see why those industries we listed under "Ingredient #1" (the huge expanding markets), are so huge and why they're expanding so rapidly. And these are all industries that are demanding "Consumables" - thus the repeat business of "Ingredient #2". But one more ingredient is absolutely essential for the individual work from home entrepreneurs like you and me to be ultimately successful. So let's describe that final essential ingredient.

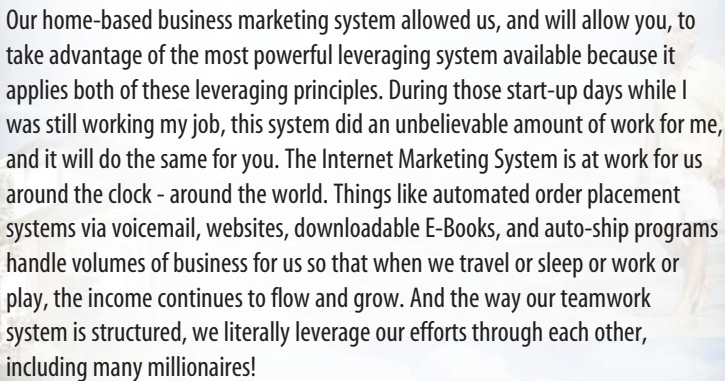
#### **Ingredient #4 - You must employ the concept of "Leverage".**

Leverage allows the entrepreneur to build a strong business, part-time, around a busy lifestyle, with the real possibility to attain wealth in a few short years. In essence, leverage allows you to get a lot more done than you could without leverage. The concept of leverage in business simply means to employ methods and procedures that will give you the ability to accomplish more than one person could normally accomplish on their own. For instance, the owner of a business that employs a hundred employees is leveraging his or her efforts one hundred times. This means that such a business owner can get 100 times more accomplished in a day. This also means that the same business owner can get paid on a portion of the efforts of those 100 employees. The problem is that those employees really don't appreciate the arrangement because they don't get to earn anywhere near the income of the boss because the employees don't have the ability to leverage their efforts.

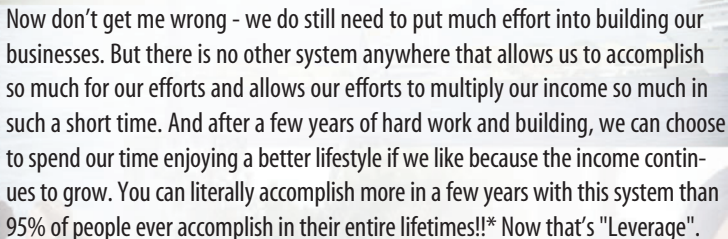
A second way to apply leverage that generates income is to take advantage of technology so that one person can accomplish a lot more alone than they could otherwise. For instance: computers and websites, voicemail, videos, audio cassettes, CDs and DVDs can all do many of the tasks that would otherwise take a person to do. If properly incorporated into a business, one person could leverage his or her efforts literally thousands of times through technology alone! That means that in the right system, technology could be doing the work of thousands of people for you (and you could be getting paid on that work), while you are doing something else. That would allow you to begin and develop a strong business part-time while you are still working your current vocation. And



when your business grows enough so that you can escape the "industrial city" by quitting your job, the technology will still work for you whether you are gone with your family, at the beach, traveling around the world, or even while you are asleep. That's powerful leverage - non-stop 24 hours a day, 7 days a week, 365 days a year (welcome to our automated system)! Leverage is absolutely critical for a successful home-based business start-up and for long lasting lifestyle advantages. Let's face it - you are already using all 24 hours of each day doing something aren't you? Now to start a business, you have got to add more to your plate. And your lifestyle right now is probably very hectic and fast-paced already. Without proper leverage you would have to be Superman or Superwoman. Otherwise, you'd have to quit your current job or source of income to begin building a business and I'm sure you agree that that's a bad move! You first need to build your business to a level of financial strength and then quit your job.



Our home-based business marketing system allowed us, and will allow you, to take advantage of the most powerful leveraging system available because it applies both of these leveraging principles. During those start-up days while I was still working my job, this system did an unbelievable amount of work for me, and it will do the same for you. The Internet Marketing System is at work for us around the clock - around the world. Things like automated order placement systems via voicemail, websites, downloadable E-Books, and auto-ship programs handle volumes of business for us so that when we travel or sleep or work or play, the income continues to flow and grow. And the way our teamwork system is structured, we literally leverage our efforts through each other, including many millionaires!



Now don't get me wrong - we do still need to put much effort into building our businesses. But there is no other system anywhere that allows us to accomplish so much for our efforts and allows our efforts to multiply our income so much in such a short time. And after a few years of hard work and building, we can choose to spend our time enjoying a better lifestyle if we like because the income continues to grow. You can literally accomplish more in a few years with this system than 95% of people ever accomplish in their entire lifetimes!!\* Now that's "Leverage".

So let me wrap-up on the four essential ingredients and then we'll take a look at how our Home-Based Business System measures up. But it is important for you to know that any system that will effectively bundle these four ingredients together has got to fit into successful marketing guidelines or else it is still destined for failure. According to the DMA (Direct Marketing Association), to succeed in marketing a product, there are a few guidelines you must follow, and the starting point is always to work with a product that you believe in and like. But the product should also possess one or more of the following characteristics:

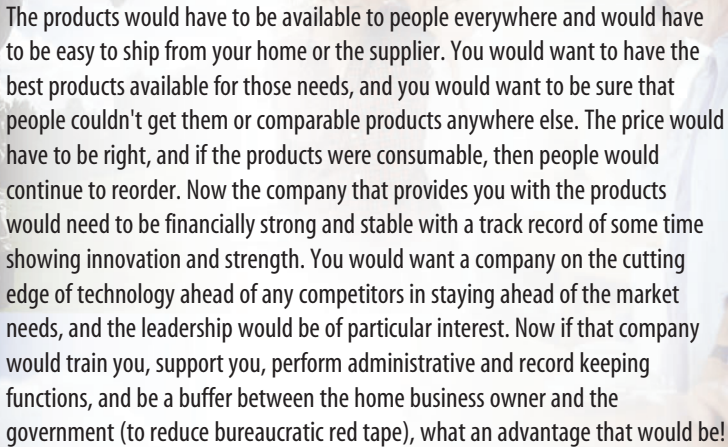
- **Broad appeal** The ideal would be a product or product line that every man, woman, and household either wants or needs.
- **Exclusivity** The products or comparable ones should not be available in any stores. The only way the customer can get it is through you.
- **Emotion** The product should significantly enhance or change the customer's life.

Example: better health, more money, improved lifestyle.

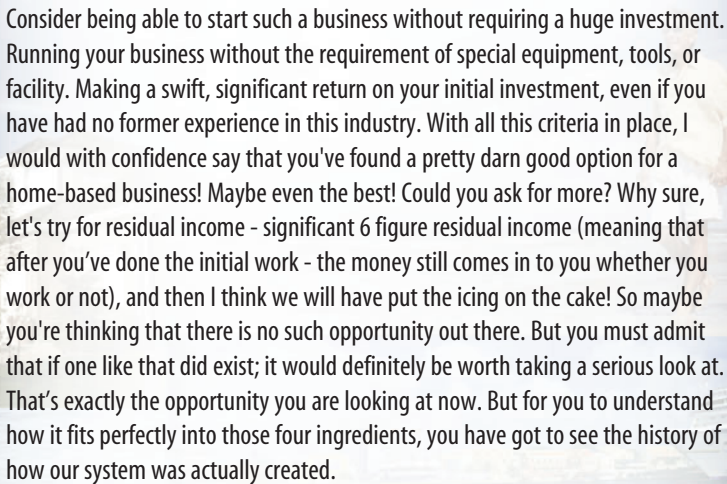
- **Easy to use**
- **Competitively priced**
- **Money-back guaranteed**
- **Readily available**

A business that provides for one or more of these human needs and wants is likely to do well and be successful. But what would happen if you had a business that effectively provided for all of these? Your business would offer unimaginable potential!!! (Incidentally, our business does just that! So the ideal home-based business would provide for all of these needs to a large group of people (like every man, woman, and child) not just locally, not just nationally, but worldwide.

\* The incomes presented are applicable to the individuals depicted and are not a guarantee of your income, nor are they typical.



The products would have to be available to people everywhere and would have to be easy to ship from your home or the supplier. You would want to have the best products available for those needs, and you would want to be sure that people couldn't get them or comparable products anywhere else. The price would have to be right, and if the products were consumable, then people would continue to reorder. Now the company that provides you with the products would need to be financially strong and stable with a track record of some time showing innovation and strength. You would want a company on the cutting edge of technology ahead of any competitors in staying ahead of the market needs, and the leadership would be of particular interest. Now if that company would train you, support you, perform administrative and record keeping functions, and be a buffer between the home business owner and the government (to reduce bureaucratic red tape), what an advantage that would be!



Consider being able to start such a business without requiring a huge investment. Running your business without the requirement of special equipment, tools, or facility. Making a swift, significant return on your initial investment, even if you have had no former experience in this industry. With all this criteria in place, I would with confidence say that you've found a pretty darn good option for a home-based business! Maybe even the best! Could you ask for more? Why sure, let's try for residual income - significant 6 figure residual income (meaning that after you've done the initial work - the money still comes in to you whether you work or not), and then I think we will have put the icing on the cake! So maybe you're thinking that there is no such opportunity out there. But you must admit that if one like that did exist; it would definitely be worth taking a serious look at. That's exactly the opportunity you are looking at now. But for you to understand how it fits perfectly into those four ingredients, you have got to see the history of how our system was actually created.



## How I Got Started In This Amazing Business (How I Failed My Way To Success)

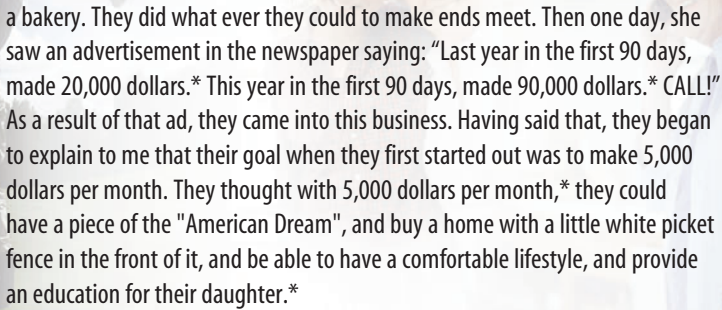
As a result of responding to an advertisement, I went to pick up some of the company's consumable product for my sister who wanted to lose weight. They told me that the products were all-natural, were recommended by doctors all over America and around the world, and the product was also 100% money back guaranteed. The company had helped more people lose weight than any other company on the planet. They also said not only would my sister lose weight, but she would also lose a lot of inches and they said she would have more energy and feel better than she ever felt before. I thought we have nothing to lose but "weight"!

Although it sounded incredible, I didn't completely believe she would have that type of success. However, it was money back guaranteed, so I felt for a company to make that offer, they must be confident in their product and service. It put me at ease and I felt comfortable.

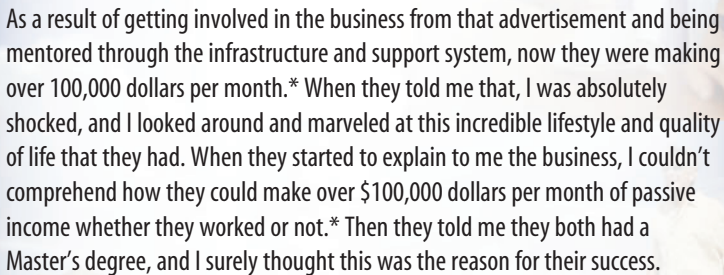
Just before I was going to pay, the couple asked me if I would be interested in buying the product at a wholesale discount. I thought for a moment and said to myself that this is amazing because the product was averaging about \$2.50 a meal to lose weight, and now they're asking me if I would like to buy it at a wholesale discount. All I had to do is register with the company. Now, I'm not that smart but it didn't take a rocket scientist to figure out I didn't want to pay 100% retail price.

As I was about to leave they asked me if I'd be interested in a business opportunity. I didn't quite get it. I looked around, they were living in a magnificent home with the Rolls Royce in the driveway, and I thought to myself, "this couldn't be possible from these products and this business. Or could it?"

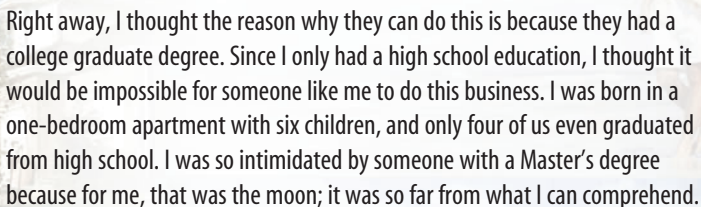
They then began to explain to me their story. They had come to America from Czechoslovakia with their daughter, spoke no English, had no family or friends, and they came for the "American Dream." As a result of not speaking English, they could not find very good jobs. He was a truck driver, and she was working in



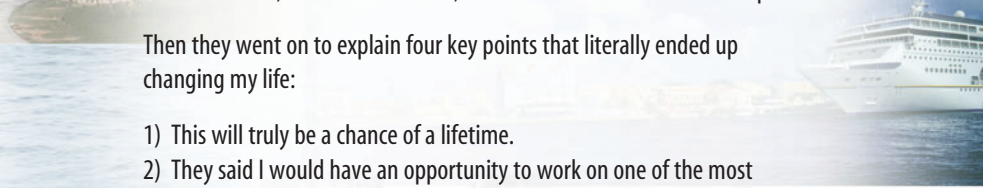
a bakery. They did what ever they could to make ends meet. Then one day, she saw an advertisement in the newspaper saying: "Last year in the first 90 days, made 20,000 dollars.\* This year in the first 90 days, made 90,000 dollars.\* CALL!" As a result of that ad, they came into this business. Having said that, they began to explain to me that their goal when they first started out was to make 5,000 dollars per month. They thought with 5,000 dollars per month,\* they could have a piece of the "American Dream", and buy a home with a little white picket fence in the front of it, and be able to have a comfortable lifestyle, and provide an education for their daughter.\*



As a result of getting involved in the business from that advertisement and being mentored through the infrastructure and support system, now they were making over 100,000 dollars per month.\* When they told me that, I was absolutely shocked, and I looked around and marveled at this incredible lifestyle and quality of life that they had. When they started to explain to me the business, I couldn't comprehend how they could make over \$100,000 dollars per month of passive income whether they worked or not.\* Then they told me they both had a Master's degree, and I surely thought this was the reason for their success.




Right away, I thought the reason why they can do this is because they had a college graduate degree. Since I only had a high school education, I thought it would be impossible for someone like me to do this business. I was born in a one-bedroom apartment with six children, and only four of us even graduated from high school. I was so intimidated by someone with a Master's degree because for me, that was the moon; it was so far from what I can comprehend.

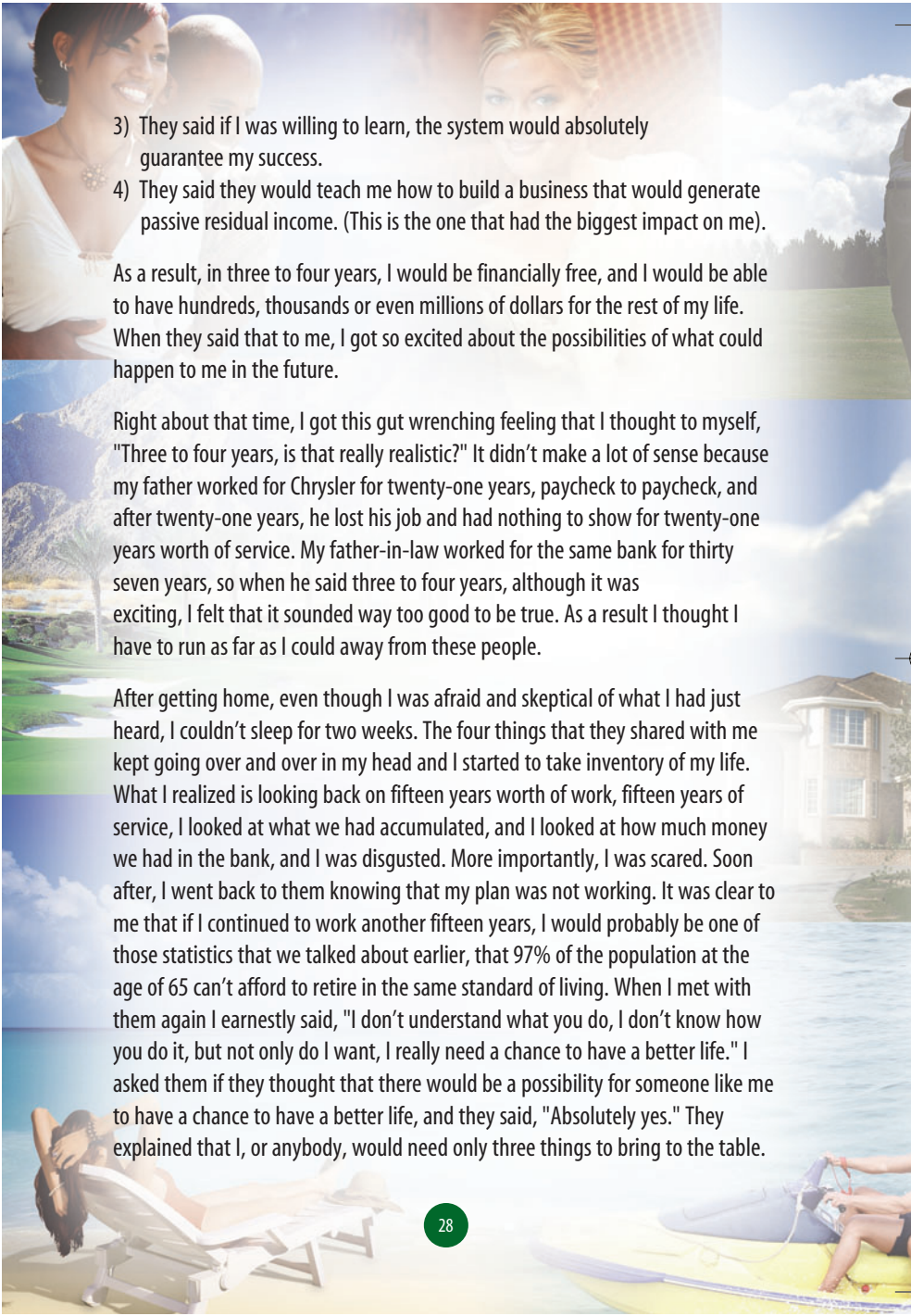


Then they went on to explain four key points that literally ended up changing my life:

- 1) This will truly be a chance of a lifetime.
- 2) They said I would have an opportunity to work on one of the most successful teams in the marketplace.



\* The incomes presented are applicable to the individuals depicted and are not a guarantee of your income, nor are they typical.

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- 3) They said if I was willing to learn, the system would absolutely guarantee my success.
  - 4) They said they would teach me how to build a business that would generate passive residual income. (This is the one that had the biggest impact on me).

As a result, in three to four years, I would be financially free, and I would be able to have hundreds, thousands or even millions of dollars for the rest of my life. When they said that to me, I got so excited about the possibilities of what could happen to me in the future.

Right about that time, I got this gut wrenching feeling that I thought to myself, "Three to four years, is that really realistic?" It didn't make a lot of sense because my father worked for Chrysler for twenty-one years, paycheck to paycheck, and after twenty-one years, he lost his job and had nothing to show for twenty-one years worth of service. My father-in-law worked for the same bank for thirty seven years, so when he said three to four years, although it was exciting, I felt that it sounded way too good to be true. As a result I thought I have to run as far as I could away from these people.

After getting home, even though I was afraid and skeptical of what I had just heard, I couldn't sleep for two weeks. The four things that they shared with me kept going over and over in my head and I started to take inventory of my life. What I realized is looking back on fifteen years worth of work, fifteen years of service, I looked at what we had accumulated, and I looked at how much money we had in the bank, and I was disgusted. More importantly, I was scared. Soon after, I went back to them knowing that my plan was not working. It was clear to me that if I continued to work another fifteen years, I would probably be one of those statistics that we talked about earlier, that 97% of the population at the age of 65 can't afford to retire in the same standard of living. When I met with them again I earnestly said, "I don't understand what you do, I don't know how you do it, but not only do I want, I really need a chance to have a better life." I asked them if they thought that there would be a possibility for someone like me to have a chance to have a better life, and they said, "Absolutely yes." They explained that I, or anybody, would need only three things to bring to the table.

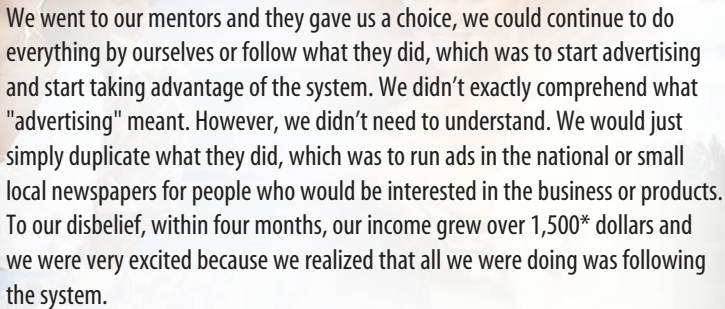
- A burning desire to have a better quality of life for themselves and the ones that they love.
- A willingness to learn because they have a system that had already proven success.
- A willingness to work, because there was no smoke or mirrors, it wasn't a "get rich quick" scheme.

I was amazed because I thought it was going to be something much more than that, and I said to them, absolutely, I've got those three things. They then said that there would be no problem for me to have success.

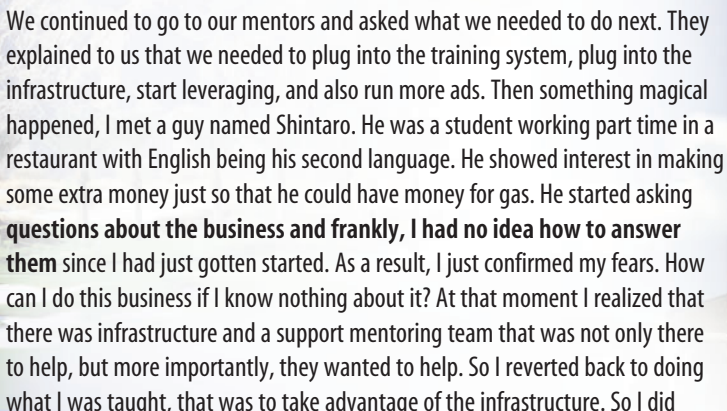
So, what happened from there was really simple. I realized the power of advertisement, and I realized the power of the products, because shortly thereafter, as my sister lost thirty pounds, she became a walking billboard for my new business. Others saw her results and wanted to know what she was taking, and she would refer those people to me. In no time, my phone was ringing and people wanted the health and nutrition product that my sister had been using, so I started filling the orders and making money. It was really ironic because I didn't know what I was doing yet, I did not understand the products or how it worked, but the great thing is, there was already a tremendous demand in the market place for people who wanted to lose weight and feel better.

As a result of that, the very first month just working two to three hours from the kitchen table, not understanding anything, just following the plan, we made an extra 300 dollars.\* The second month, as those people started to get results and reorder the products and continue to give us other people who wanted to use the products, our income hit 600 dollars.\* I was amazed because our income doubled in thirty days and we still did not know what we were doing, we were just following the system.

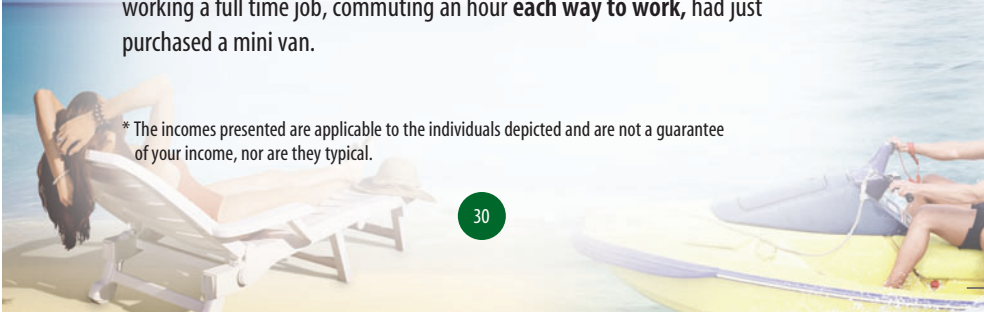
\* The incomes presented are applicable to the individuals depicted and are not a guarantee of your income, nor are they typical.



We went to our mentors and they gave us a choice, we could continue to do everything by ourselves or follow what they did, which was to start advertising and start taking advantage of the system. We didn't exactly comprehend what "advertising" meant. However, we didn't need to understand. We would just simply duplicate what they did, which was to run ads in the national or small local newspapers for people who would be interested in the business or products. To our disbelief, within four months, our income grew over 1,500\* dollars and we were very excited because we realized that all we were doing was following the system.

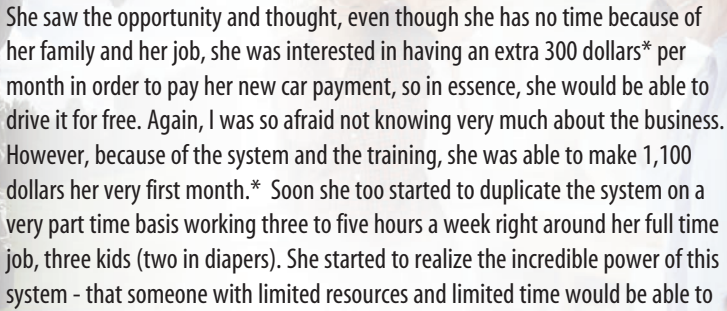


We continued to go to our mentors and asked what we needed to do next. They explained to us that we needed to plug into the training system, plug into the infrastructure, start leveraging, and also run more ads. Then something magical happened, I met a guy named Shintaro. He was a student working part time in a restaurant with English being his second language. He showed interest in making some extra money just so that he could have money for gas. He started asking **questions about the business and frankly, I had no idea how to answer them** since I had just gotten started. As a result, I just confirmed my fears. How can I do this business if I know nothing about it? At that moment I realized that there was infrastructure and a support mentoring team that was not only there to help, but more importantly, they wanted to help. So I reverted back to doing what I was taught, that was to take advantage of the infrastructure. So I did nothing more than to plug Shintaro into the support system. He saw the value, got started in the business, and he quickly made 238 dollars.\* He was really excited. My mentors, along with the system started to train him. In several months, his income of 238 dollars increased to 5,000\* dollars a month as we learned the business together.

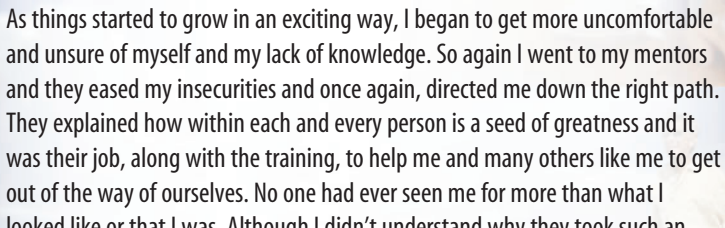


I also remember there was a lady by the name of Naomi with three children, working a full time job, commuting an hour **each way to work**, had just purchased a mini van.

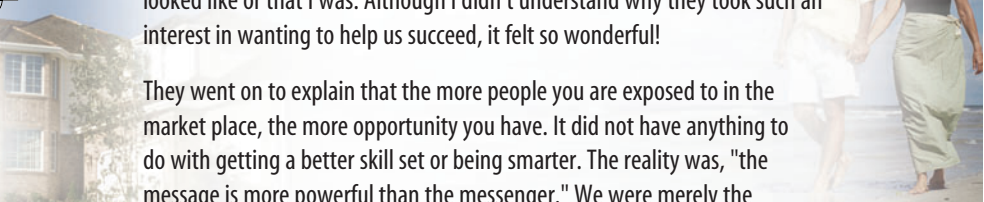
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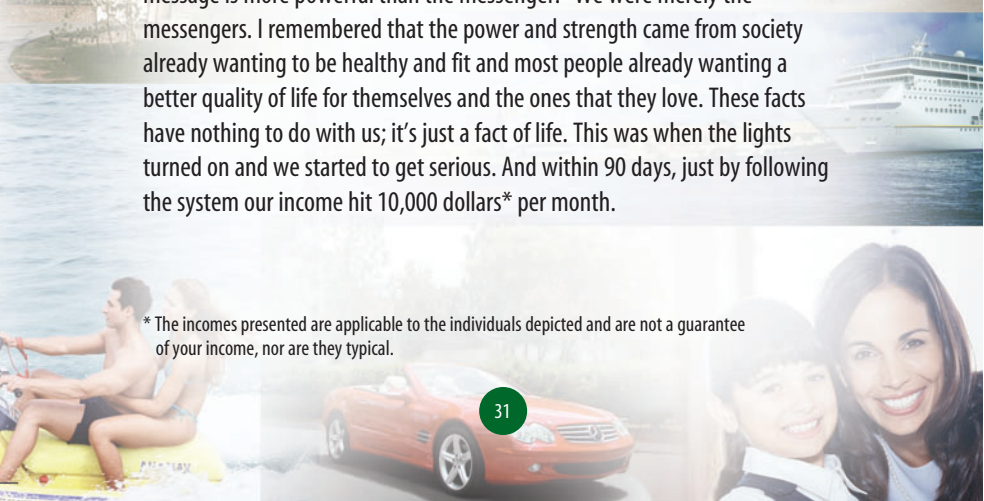
She saw the opportunity and thought, even though she has no time because of her family and her job, she was interested in having an extra 300 dollars\* per month in order to pay her new car payment, so in essence, she would be able to drive it for free. Again, I was so afraid not knowing very much about the business. However, because of the system and the training, she was able to make 1,100 dollars her very first month.\* Soon she too started to duplicate the system on a very part time basis working three to five hours a week right around her full time job, three kids (two in diapers). She started to realize the incredible power of this system - that someone with limited resources and limited time would be able to generate that type of income.



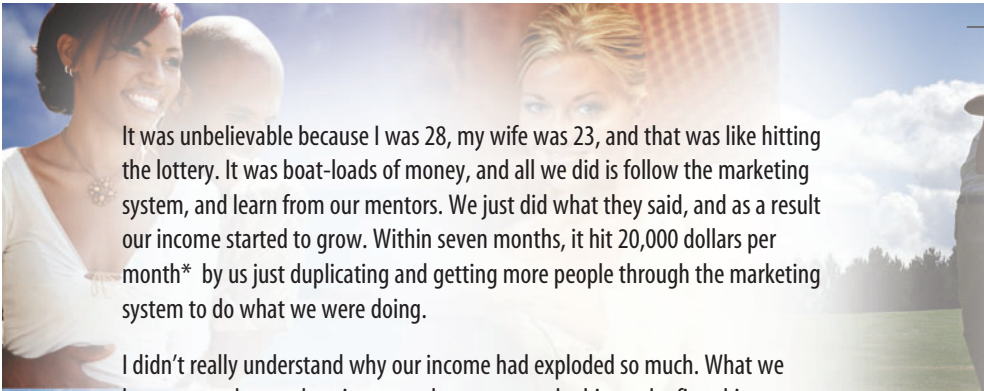
As things started to grow in an exciting way, I began to get more uncomfortable and unsure of myself and my lack of knowledge. So again I went to my mentors and they eased my insecurities and once again, directed me down the right path. They explained how within each and every person is a seed of greatness and it was their job, along with the training, to help me and many others like me to get out of the way of ourselves. No one had ever seen me for more than what I looked like or that I was. Although I didn't understand why they took such an interest in wanting to help us succeed, it felt so wonderful!



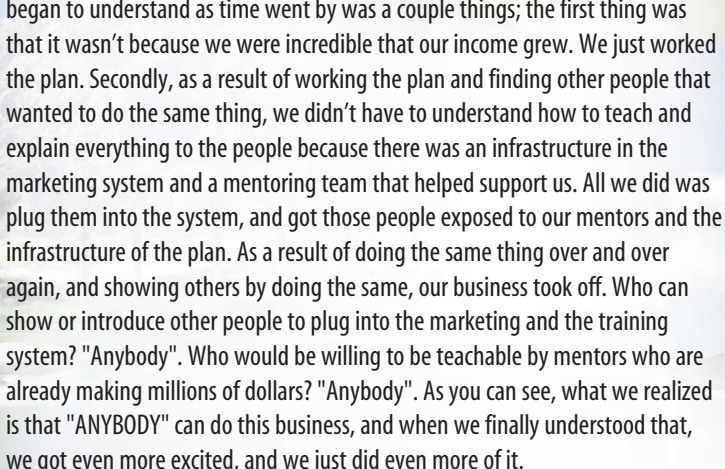
They went on to explain that the more people you are exposed to in the market place, the more opportunity you have. It did not have anything to do with getting a better skill set or being smarter. The reality was, "the message is more powerful than the messenger." We were merely the messengers. I remembered that the power and strength came from society already wanting to be healthy and fit and most people already wanting a better quality of life for themselves and the ones that they love. These facts have nothing to do with us; it's just a fact of life. This was when the lights turned on and we started to get serious. And within 90 days, just by following the system our income hit 10,000 dollars\* per month.



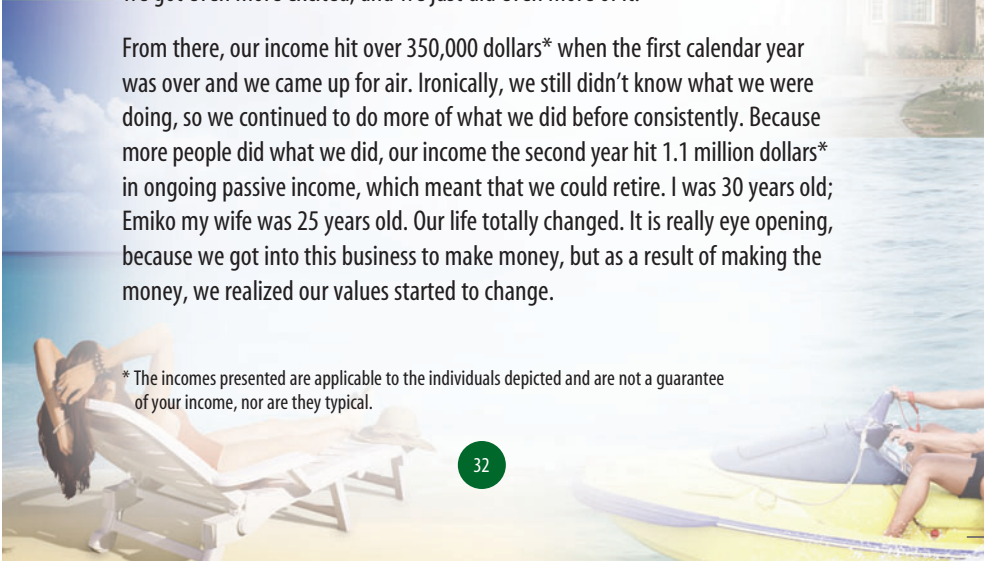
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It was unbelievable because I was 28, my wife was 23, and that was like hitting the lottery. It was boat-loads of money, and all we did is follow the marketing system, and learn from our mentors. We just did what they said, and as a result our income started to grow. Within seven months, it hit 20,000 dollars per month\* by us just duplicating and getting more people through the marketing system to do what we were doing.

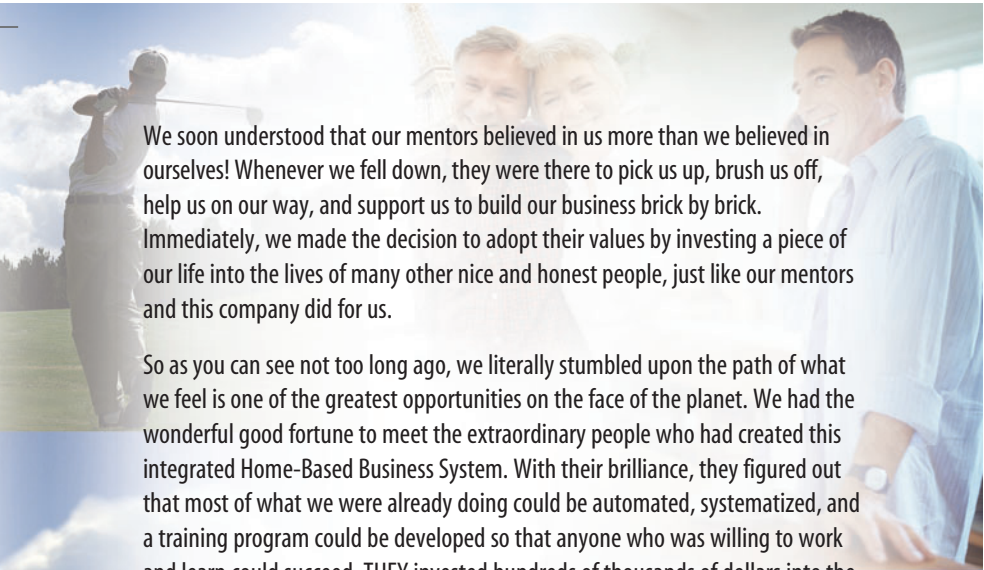


I didn't really understand why our income had exploded so much. What we began to understand as time went by was a couple things; the first thing was that it wasn't because we were incredible that our income grew. We just worked the plan. Secondly, as a result of working the plan and finding other people that wanted to do the same thing, we didn't have to understand how to teach and explain everything to the people because there was an infrastructure in the marketing system and a mentoring team that helped support us. All we did was plug them into the system, and got those people exposed to our mentors and the infrastructure of the plan. As a result of doing the same thing over and over again, and showing others by doing the same, our business took off. Who can show or introduce other people to plug into the marketing and the training system? "Anybody". Who would be willing to be teachable by mentors who are already making millions of dollars? "Anybody". As you can see, what we realized is that "ANYBODY" can do this business, and when we finally understood that, we got even more excited, and we just did even more of it.

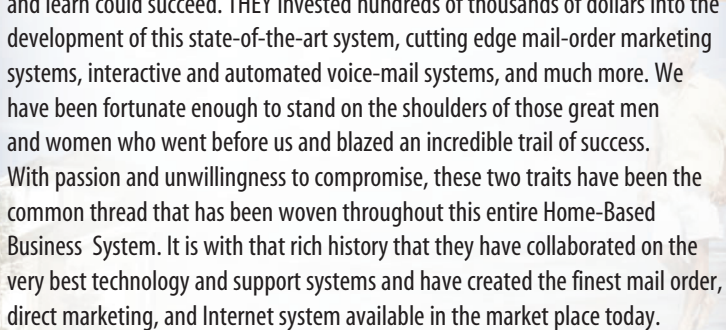


From there, our income hit over 350,000 dollars\* when the first calendar year was over and we came up for air. Ironically, we still didn't know what we were doing, so we continued to do more of what we did before consistently. Because more people did what we did, our income the second year hit 1.1 million dollars\* in ongoing passive income, which meant that we could retire. I was 30 years old; Emiko my wife was 25 years old. Our life totally changed. It is really eye opening, because we got into this business to make money, but as a result of making the money, we realized our values started to change.

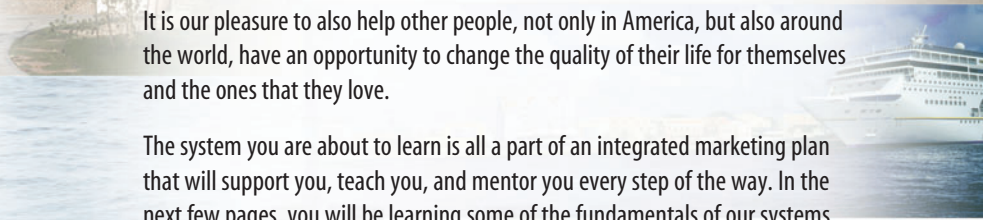
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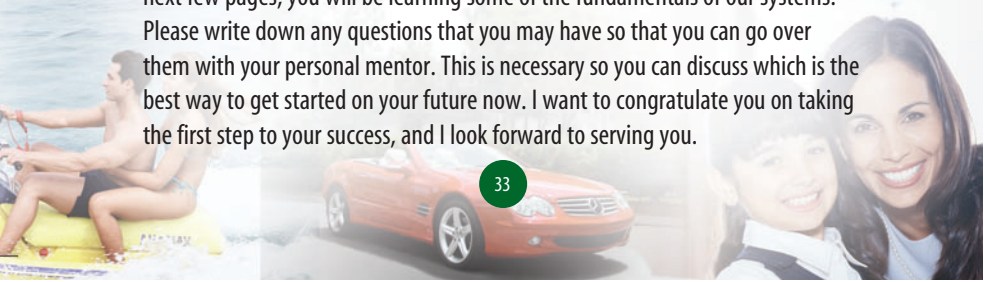
We soon understood that our mentors believed in us more than we believed in ourselves! Whenever we fell down, they were there to pick us up, brush us off, help us on our way, and support us to build our business brick by brick. Immediately, we made the decision to adopt their values by investing a piece of our life into the lives of many other nice and honest people, just like our mentors and this company did for us.



So as you can see not too long ago, we literally stumbled upon the path of what we feel is one of the greatest opportunities on the face of the planet. We had the wonderful good fortune to meet the extraordinary people who had created this integrated Home-Based Business System. With their brilliance, they figured out that most of what we were already doing could be automated, systematized, and a training program could be developed so that anyone who was willing to work and learn could succeed. THEY invested hundreds of thousands of dollars into the development of this state-of-the-art system, cutting edge mail-order marketing systems, interactive and automated voice-mail systems, and much more. We have been fortunate enough to stand on the shoulders of those great men and women who went before us and blazed an incredible trail of success. With passion and unwillingness to compromise, these two traits have been the common thread that has been woven throughout this entire Home-Based Business System. It is with that rich history that they have collaborated on the very best technology and support systems and have created the finest mail order, direct marketing, and Internet system available in the market place today.



It is our pleasure to also help other people, not only in America, but also around the world, have an opportunity to change the quality of their life for themselves and the ones that they love.



The system you are about to learn is all a part of an integrated marketing plan that will support you, teach you, and mentor you every step of the way. In the next few pages, you will be learning some of the fundamentals of our systems. Please write down any questions that you may have so that you can go over them with your personal mentor. This is necessary so you can discuss which is the best way to get started on your future now. I want to congratulate you on taking the first step to your success, and I look forward to serving you.

## **Our Program - The Best Opportunity Anywhere!**

Now let's take a look at our Home-Based Business System and see how it compares with the "ideal home business" (remember the 4 ingredients necessary for a successful home business?). It will become clear why you can have success too, because our system offers the absolute best opportunity to work from home in the world! Can we back that claim up with facts? You bet we can!

### **Ingredient #1 - You must effectively tap into "Huge Expanding Markets".**

How large is our market place? We have uniquely and powerfully incorporated several of the very largest and fastest growing industries ever into one powerful home based business system. Let me ask you this. Do you know anybody who doesn't want to look better, feel better, get healthier, lose weight, live longer, have more energy, make more money, or work from home? Almost everybody you ever see is one of our potential customers! The timing for success in this business is absolutely perfect! Let's look at the statistics on our industries again:

- Home Based Business - 401 Billion Dollar Industry - the dream of millions!
- Mail Order marketing - 350 Billion Dollar Industry and growing!
- Health Industry - 35 Billion Dollar Industry - growing at the speed of light!
- Nutrition Industry - 4.2 Billion Dollar Industry - one of the very fastest growing industries on the face of the earth today!
- Weight Control Industry - 33 Billion Dollar Industry - fueled by epidemic sized obesity levels.
- Personal Care Industry - 72 Billion Dollar Industry - receiving more fuel daily!
- Cosmetics Industry - 8 Billion Dollar Industry - and growing strong!
- E-Commerce & Internet Marketing - Immeasurably growing at the speed of cyberspace!
- The potential market is huge - nearly 95% of the people on the face of the earth!
- We only market the products produced by the largest and fastest growing #1 Health & Nutrition company worldwide.

- We only market products produced by the #1 Weight Loss Company worldwide.
- We are licensed in 58 countries today, and growing - you can build an international business from your kitchen table!

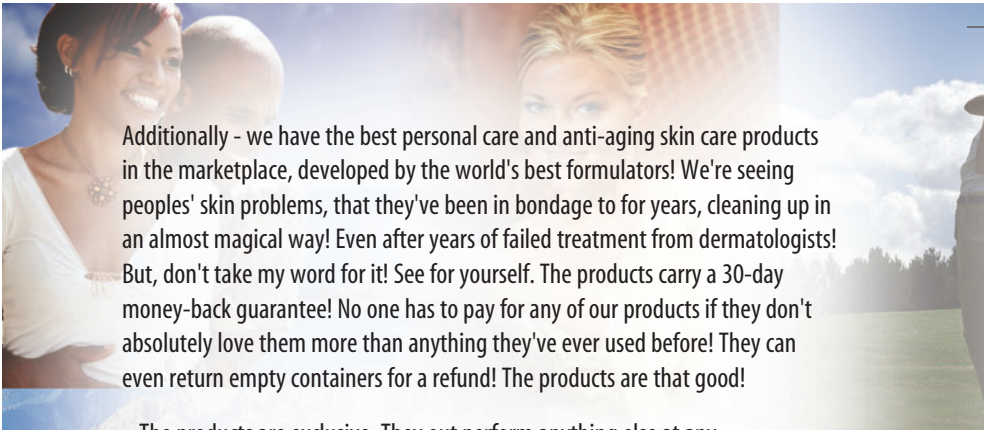
**You must agree - we've done a good job of tapping into some "Huge Expanding Markets".**

**Ingredient #2 - You want to market "Exclusive, Consumable" products.**

So you see that the markets are huge, and that we have formed a marketing alliance with the most successful suppliers. But the proof of this ingredient has got to be in the products. Well our products are consumable and are not available in any stores, they're exclusive to you and me, and they are absolutely life changing - people become extremely emotionally attached to them! That means repeat purchases for life!

Our weight loss program has the highest success record of any program in the history of the world with over 30 million success stories to date, and it uses no drugs and requires no special diet! It's pure nutrition and works for everyone - or they get their money back!

And our health and nutrition products are likewise life changing. Many customers are consistently exclaiming the phenomenal health benefits they have experienced as a result of using our products. Ailments such as arthritis, asthma, fibromyalgia, chronic fatigue, diabetes, allergies disappearing, lowered cholesterol and triglyceride levels, reduced blood pressure, and tremendous energy increases (Incidentally, the number one complaint to doctors in the U.S. is low energy!) People who's doctors have told them that they had one foot in the grave have literally told us that their lives have been saved by these products! Many of our customers have told us how their doctors have taken them off of numerous prescription medications, for all kinds of chronic diseases, after using our nutrition products and this continues to happen daily at an increasing rate. The products are not drugs, treatments, or cures, they are just good nutrition.



Additionally - we have the best personal care and anti-aging skin care products in the marketplace, developed by the world's best formulators! We're seeing peoples' skin problems, that they've been in bondage to for years, cleaning up in an almost magical way! Even after years of failed treatment from dermatologists! But, don't take my word for it! See for yourself. The products carry a 30-day money-back guarantee! No one has to pay for any of our products if they don't absolutely love them more than anything they've ever used before! They can even return empty containers for a refund! The products are that good!

- The products are exclusive. They out perform anything else at any price on the market and can't be found in any stores!
- Visible product results. Life changing - emotional attachment!
- The products are consumable. Therefore, repeat purchases month after month!

**We certainly have hit the jackpot for "Exclusive, Consumable" products. If you are of the school of "I'll believe it when I see it", then you'll have the chance to try them for yourself.**

### **Ingredient #3 - You must cash-in on large, enduring "Trends".**

Remember the "Mega-Trends" listed? We're riding the economic waves of all of them - so why not you?

**"Mega-Trend" #1** – The Wellness trend - The Baby Boomers' desire for natural approaches to feeling healthier, younger, more energetic, and to prepare financially for retirement.

**"Mega-Trend" #2** - The Home-Based Business trend. Nearly everybody wants to work from home and we have got the best system.

- In fact, there are more millionaires and people earning a six-figure income per year with this company than any other company within the industry.
- Best opportunity worldwide in the Home-Based Business industry!

**"Mega-Trend" #3 - E-Commerce/Internet Marketing.** We've hired the best specialists in E-Commerce systems development to provide you with tools of unmatched effectiveness to accelerate your escape from the "camp".

**Ingredient #4 - You must employ the concept of "Leverage".**

We've really got this one down in both aspects of leveraging through the efforts of hundreds, even thousands of people, and of leveraging through technology and automation. Here's how:

**Leveraging Through Technology -** You will have access to:

#### **Internet Data & Marketing Systems**

- Cutting-edge international Internet marketing systems.
- Exclusive support/training websites.
- Exclusive e-commerce websites.
- Downloadable electronic data system.

#### **Automatic Voicemail Systems**


- 24/7 International voicemail training.
- Interactive voicemail communications.
- Automatic consumer voicemail ordering and marketing program.

#### **Mail-Order Marketing Systems**

- Turnkey step-by-step mail-order marketing program (put the postal service to work for you).

**Leveraging Through The Efforts Of A Team -** Our teamwork and marketing concept is the ultimate in leveraging through the human potential. You see there are really two basic ways we make money in this business. The first way is through the volume we personally create and the second way is how we are able to develop the stable income through commissions, royalty overrides, and bonuses based on marketing team volumes.

So maybe you're saying to yourself, "This sounds like sales". Maybe that's true, but let's define how that's true for a minute. Can money be made anywhere

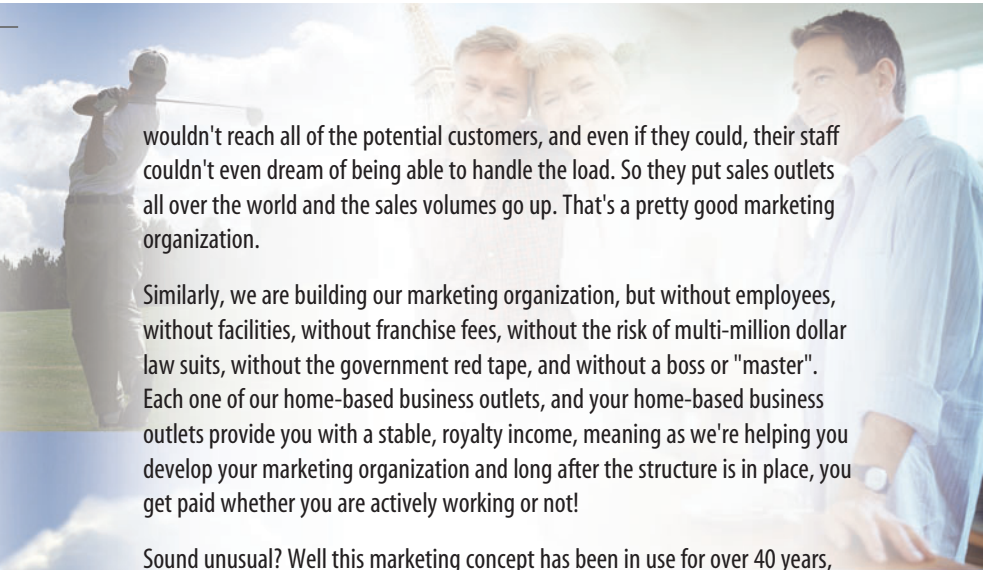


legally and ethically without something being sold? Even service businesses are selling their time and talents, as are employees to their employers. So if you've ever made money, you've sold something to do it! Does that mean you have to be a salesperson to do this business? Absolutely not. In fact, it is common for people entering this business from a sales background to have to "unlearn" some of their sales skills. Cold calling is not a necessary part of this business. Let me explain this point because this was one of my greatest fears. If I had to "do sales" I would never have entered this business. However, if I wouldn't have had sold products, I never would have succeeded in this business. Notice in my story that before I started my business, **I was the one who answered an ad and approached** the couple working from their home about these products. They did not ask me if I wanted to buy products, they just accommodated my request and gave me what I asked for. And when it came to making extra income, again, **I approached them!** They gave me what I asked for. And that's one of the many beauties of this business. **People contact you and your automated system!**

Sound too unbelievable? Well, you do the same thing all the time! When was the last time that the attendant from the gas station you were driving past tried to flag you down to convince you to stop and buy some gas? Never! When you want gas, you know where to get it, and then the attendant gives you what you asked for. It's the same for groceries. You go there and are thankful that the cashier enables you to buy food. Now would you call those people salespeople? Not necessarily. But are they selling you things? Of course, but you the customer, initiates the sale. And that's the first way we make money in our business. And we each really only need a reasonable number of customers!

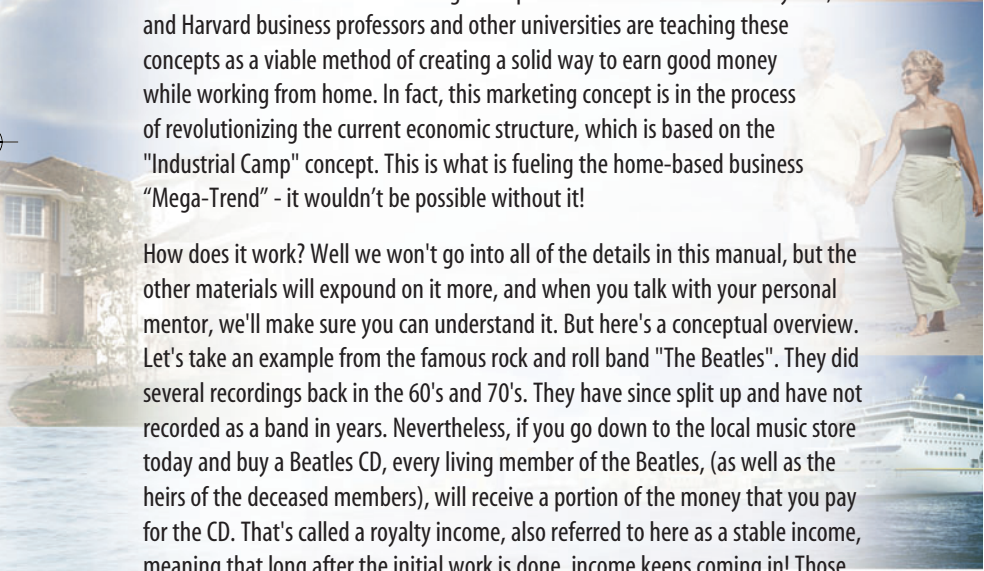
So, is that how we get rich in our business - selling products? In a word - **No!** We actually get rich in this business through adding the second way we make money - "ongoing commission" income (remember the "thank you checks"). We are building a **marketing organization** by offering a solid home-based business opportunity and teaching others to do the same. Let me illustrate.

McDonald's is a multi-billion dollar a year fast food restaurant chain. Can you imagine them trying to sell it all from one store? Well it couldn't be done. They

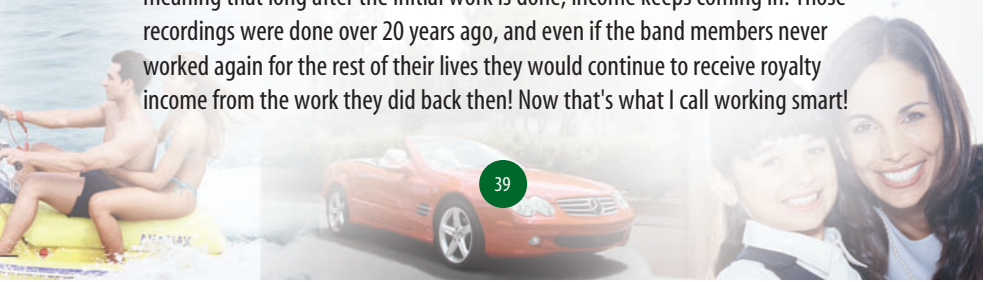


wouldn't reach all of the potential customers, and even if they could, their staff couldn't even dream of being able to handle the load. So they put sales outlets all over the world and the sales volumes go up. That's a pretty good marketing organization.

Similarly, we are building our marketing organization, but without employees, without facilities, without franchise fees, without the risk of multi-million dollar law suits, without the government red tape, and without a boss or "master". Each one of our home-based business outlets, and your home-based business outlets provide you with a stable, royalty income, meaning as we're helping you develop your marketing organization and long after the structure is in place, you get paid whether you are actively working or not!



Sound unusual? Well this marketing concept has been in use for over 40 years, and Harvard business professors and other universities are teaching these concepts as a viable method of creating a solid way to earn good money while working from home. In fact, this marketing concept is in the process of revolutionizing the current economic structure, which is based on the "Industrial Camp" concept. This is what is fueling the home-based business "Mega-Trend" - it wouldn't be possible without it!



How does it work? Well we won't go into all of the details in this manual, but the other materials will expound on it more, and when you talk with your personal mentor, we'll make sure you can understand it. But here's a conceptual overview. Let's take an example from the famous rock and roll band "The Beatles". They did several recordings back in the 60's and 70's. They have since split up and have not recorded as a band in years. Nevertheless, if you go down to the local music store today and buy a Beatles CD, every living member of the Beatles, (as well as the heirs of the deceased members), will receive a portion of the money that you pay for the CD. That's called a royalty income, also referred to here as a stable income, meaning that long after the initial work is done, income keeps coming in! Those recordings were done over 20 years ago, and even if the band members never worked again for the rest of their lives they would continue to receive royalty income from the work they did back then! Now that's what I call working smart!

It sure beats punching a clock where you don't start getting paid until you punch in, and the income stops when you punch out or quit!

Now in a similar way, we receive royalty income from our marketing organization, whether or not we decide to work today. And that income doesn't come from our sales - it comes from the sales volume produced by our organization.

How much money do you have in your retirement fund? And how much are you putting into it every month? Well in our business, the income continues to come in long after we've stopped actively working. We're talking about significant income potential here! You can build that annual stable income level into six figures\* literally in several months, and many of us are doing just that today! How about you? Do you want to be one of us? Keep reading!

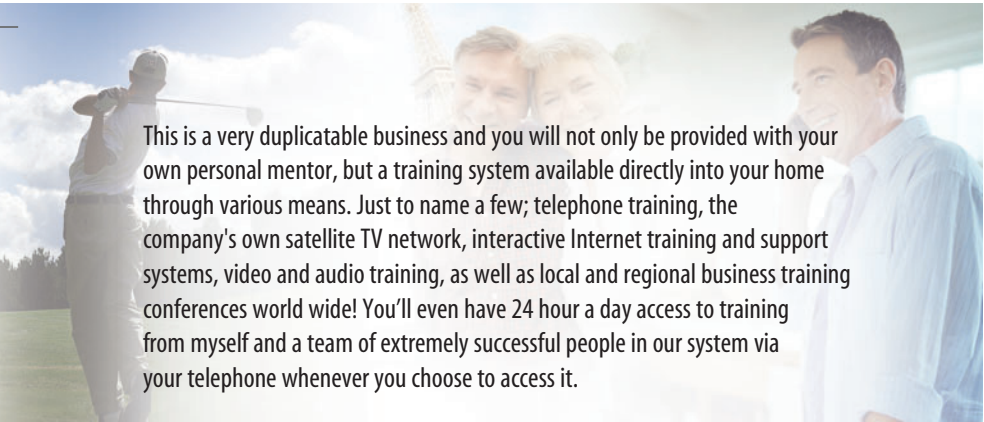
Now you may be thinking you don't know the first thing about this industry or putting together a business like this. Neither did we. Remember there are more millionaires and successful people earning a six-figure\* income per year with this company than any other company within the industry and they started out just like you and me, without business experience, education or special talents or abilities. Not only do you have access to these mentors, great products, company, market potential, and timing, but you also have access to the phenomenal support and training that our system provides.

### The Support And Training Program To Help You Create Your Success

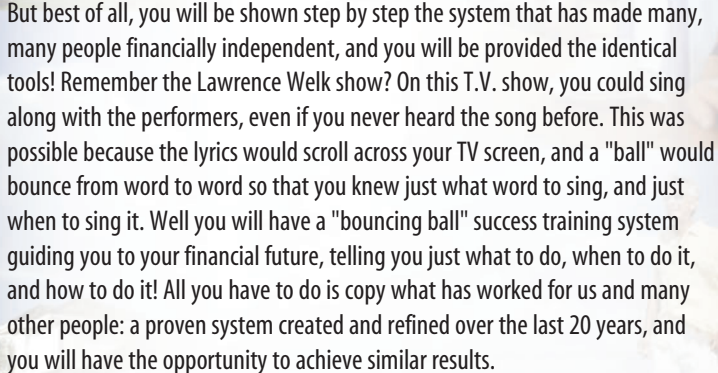
Now even with the four key "Business Ingredients" in place, if you don't receive the proper training and support, your chances of success are reduced. We understand that and we have taken care of that.

The business activity is not really difficult, and anyone can learn it **and be making money while they're learning!** That is the secret to financial success - ours, and yours!

\* The incomes presented are applicable to the individuals depicted and are not a guarantee of your income, nor are they typical.




This is a very duplicatable business and you will not only be provided with your own personal mentor, but a training system available directly into your home through various means. Just to name a few; telephone training, the company's own satellite TV network, interactive Internet training and support systems, video and audio training, as well as local and regional business training conferences world wide! You'll even have 24 hour a day access to training from myself and a team of extremely successful people in our system via your telephone whenever you choose to access it.



But best of all, you will be shown step by step the system that has made many, many people financially independent, and you will be provided the identical tools! Remember the Lawrence Welk show? On this T.V. show, you could sing along with the performers, even if you never heard the song before. This was possible because the lyrics would scroll across your TV screen, and a "ball" would bounce from word to word so that you knew just what word to sing, and just when to sing it. Well you will have a "bouncing ball" success training system guiding you to your financial future, telling you just what to do, when to do it, and how to do it! All you have to do is copy what has worked for us and many other people: a proven system created and refined over the last 20 years, and you will have the opportunity to achieve similar results.

**So the bottom line question is this :**

**Are you serious about starting your own home-based business with:**

- 
- The #1 industries
  - The #1 company
  - The #1 compensation plan
  - The #1 income potential
  - The #1 product line
  - The #1 training & support system
  - An easily duplicatable, automated system

## Making Your Transformation From Slave To Master!

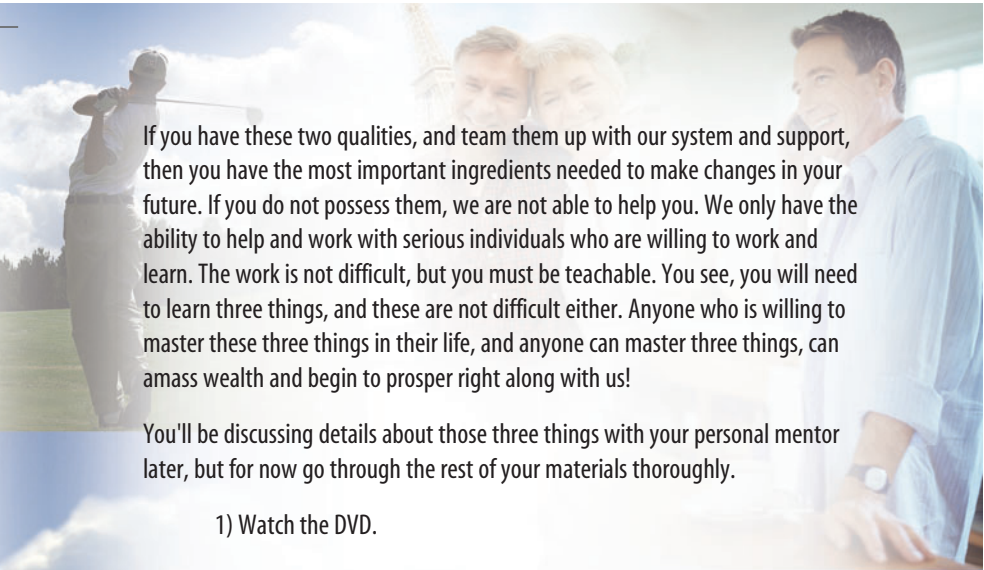
OK, so where do you go from here? Go through the rest of the materials, then call your personal mentor, and you'll be following the "bouncing ball". But beware of the "Dream Stealers" who will try to steal your dream! You've probably met them before, many are friends or family - fellow "slaves" who think they know all there is to know about success and wealth even though they themselves are still slaves in the "camp." Really, the last person you should take advice from about freedom is someone who is not free themselves! They'll tell you that you can't do it, and that nobody really does - that it's all a hoax! Will you be strong enough to not give in to those who have consented to failure - who have given up on escaping the "camp"? If you follow people like that, they'll lead you right to where they are! Are they financially independent? Are they their own "masters"? I guarantee you that they will show up to discourage you. Make up your mind to be different!

### Your Next Step

**"For things to change you will have to change. For things to get better you will have to get better."** For you to be successful you will have to follow and learn from successful people. Listen to the unsuccessful, and that's where you'll stay! **You can do this!!** I have seen welfare moms, TV cable installers, grocery checkers, school teachers, factory workers, stay at home moms, truck drivers, doctors, and lawyers succeed in this. There are introverts, extroverts, men and women, boys and girls (yes, kids can do this too), people of all nationalities, athletes and people with physical challenges, people with vision and hearing challenges, and many other kinds of people from literally all walks of life also succeeding. People from all over the globe, have been changing their lives with this Home-Based Business System, so why not you?

There are only two things that you absolutely must have to participate in this business:

1. The **Desire** to learn.
2. The **Desire** to work.



If you have these two qualities, and team them up with our system and support, then you have the most important ingredients needed to make changes in your future. If you do not possess them, we are not able to help you. We only have the ability to help and work with serious individuals who are willing to work and learn. The work is not difficult, but you must be teachable. You see, you will need to learn three things, and these are not difficult either. Anyone who is willing to master these three things in their life, and anyone can master three things, can amass wealth and begin to prosper right along with us!


You'll be discussing details about those three things with your personal mentor later, but for now go through the rest of your materials thoroughly.

- 1) Watch the DVD.
- 2) Call your personal mentor at the phone number indicated.

Be sure to take notes and have your questions ready. You will have to be serious enough to invest your time to study the in-depth details of how our system works. Your FREE second package will explain those details.

So are you ready to learn how you can:

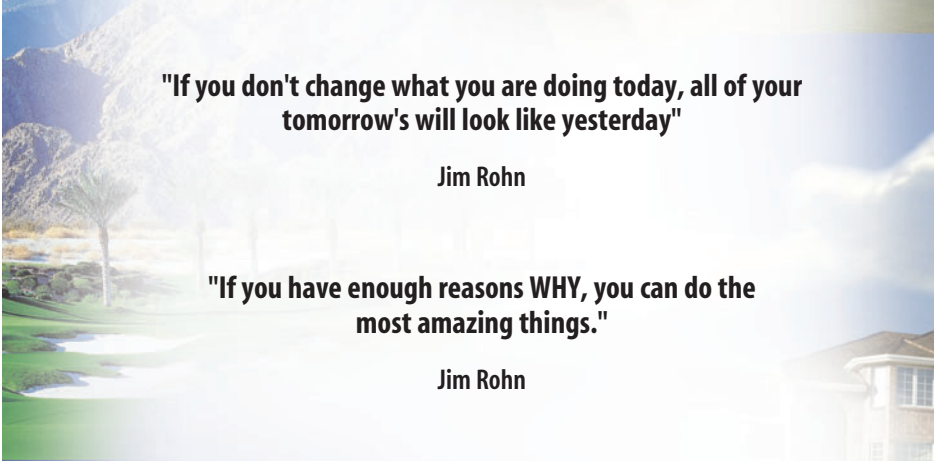
- Be your own boss, fire your "master", and work out of your home?
- Create wealth and financial security with the time to enjoy it?
- Reduce your federal income tax and get a refund next year?
- Take control of your life and secure a prosperous financial future?
- Create "Walk Away Residual Income" so you can do what you want in life?
- Accomplish all of this part-time without changing or affecting your current career or job?



It's time to take action! We are looking forward to meeting you and working with you as you achieve your dreams with our Home-Based Business System.

**"Although it is not possible to change your future over night, it is possible to change your direction over night"**

Jim Rohn



**"If you don't change what you are doing today, all of your tomorrow's will look like yesterday"**

Jim Rohn

**"If you have enough reasons WHY, you can do the most amazing things."**

Jim Rohn

**"DARE TO DREAM"**



The income examples included in this workbook are not intended to represent that all or any representatives will earn income of the amount set forth in the examples. They are merely an example of how the compensation system works. Your result as an individual is determined by your desire, teachability, willingness to work, contacts and the economic climate in the geographic area in which you live.

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