

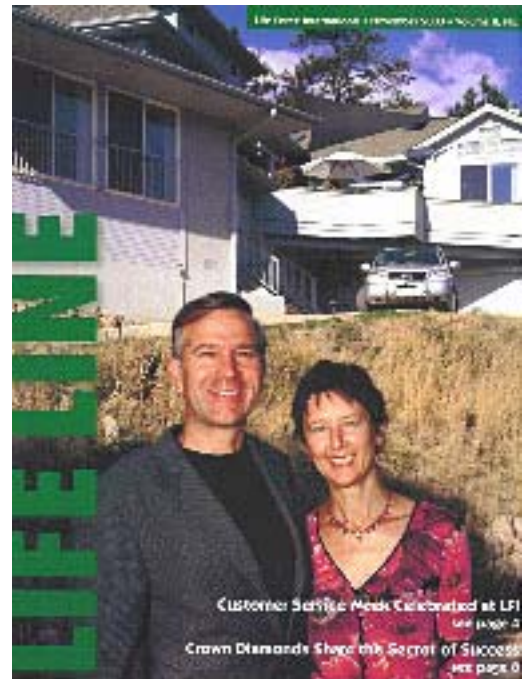
**WE ARE
WINNERS**

A Newsletter for our Life Force International Community

January 2004 - Volume 1, Number 1

We Are Winners!!

Greetings to all our Life Force friends! We are excited to be publishing our very first newsletter, with many more to come. Our purpose here is to share tips on how to make this business truly work for you, share acknowledgments of our LFI family, give personal testimonials on specific products, and give you an update on exciting LFI events in the near future.



Building Your Business

Each edition will contain an interview question regarding building your Life Force Business. Today's question is: **What qualities do you feel a person needs to be successful in this business?**

Christa: Persistence. That's probably the biggest one. You have to be willing to keep doing what it takes and not let your fears stop you. For example, if people reject the business and/or products when you offer them, don't let that stop you. Keep going. Know that you have an incredible gift that you are offering people and come from that place when you offer it. That's what I mean by persistence—keep putting it out there and don't buy into the "it's too hard" mentality. No matter what, continue to do this and you will achieve a result. So you can't just talk to three or four people and expect to get that result. You have to keep talking to lots of people and lots of people are going to say, "No, I'm not interested." And you've got to keep going until you find those three business builders and four customers who say, "Yes, I'm interested."

Interviewer: Is there a percentage? Let's say if you talked to 20 people, how many do you think you'd have a success rate with?

Christa: It depends on whether those people are what are called "warm market" or "cold market." Warm market are the people you

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have a relationship with already—either they're friends or relatives or people that you do business with. Whoever they are—when you have a prior relationship with people, that's your warm market. There is a much higher percentage of people who will say yes from that sphere of your influence than from people you don't know.

Interviewer: And do you do a fair amount of cold calling?

Christa: We do very little.

Interviewer: So you built your business on warm market and referrals?

Christa: Right. Exactly.

Michael Jude answers the same question:

What qualities do you feel a person needs to be successful in this business?

Michael Jude: They need to first of all have integrity with their work, that is to be able to keep their word; and persistence. I don't know which comes first. They're both important. So stick-to-it-iveness or persistence and then tell the truth—give your word and then keep it—those are the two things. To be successful, you need to have desire, a strong desire. This is a business, so you have to possess a strong desire for success, whatever that looks like—personal, financial, all of the above.

Product Testimonial

In the first two issues we will focus on Body Balance. Let's hear from Christa today.

Interviewer: Tell me about Body Balance from a personal standpoint, as a person taking it, using it—What does it do for your health and well being?

It's done a lot for me. First of all, it took about three months of me using the product before I noticed any real difference in myself, and that's not unusual, because of how it works. It basically fills in nutritional gaps. Most people now are totally aware that our soils are depleted, especially of minerals, so we're not getting in our food what we really need to be optimally healthy on a daily basis. What Body Balance does is it fills in those gaps, especially with micro-minerals. For some people it's not going to be a very noticeable thing straight away. For some people it is, especially if they have anything specific going on.

Again, it took about three months for me. The first thing I noticed was that my energy level had actually changed. I had more energy consistently throughout the day and life *looked better*. I felt more positive in myself—about me, about my life and about everything. As well I had increased physical energy. The next thing I noticed was that I

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used to have really, really severe premenstrual stuff going on and I realized one day that I hadn't felt like that for a couple of months. The pain had actually disappeared, as well as all of the emotional stuff and everything that went with it.

Another thing worth mentioning is that I had been extremely anemic for pretty much most of my adult life and had taken all kinds of iron supplements and iron-rich foods and you name it, I did it. None of it actually had any lasting impact until I started drinking Body Balance. And it's interesting because the actual amount of iron in Body Balance is very small. It's certainly nothing like an iron supplement. But Body Balance has all of the cofactors that are necessary for the body to fully utilize the iron. Finally my body could use iron efficiently. After 40 years of being clinically anemic, suddenly my iron levels were normal. That was a big part of the energy increase for me.

Acknowledgements

What's happening in your life? How has Life Force changed your lifestyle? What levels of success have you reached? We invite you to send in your testimonials so that we may share them with others. Please send entries to our personal assistant, Lori Hansen, at lorikhansen@yahoo.com and we'll fit you into a future newsletter. Today we feature Two-Star Diamond Annie Freniere who is taking her family on a wonderful midwinter vacation. A quote from Annie:

Off to New Zealand for a month! We plan to join the New Zealand/Australia Life Force Team in Taupo for the Life Force Family Gathering down under and then spend three weeks exploring "middle earth" (from Lord of the Rings!). This will truly be a time of celebration for us. Thanks to my Life Force income we are able to go together and know that my business will continue to grow while we are away! I am so thankful to my extraordinary team of playmates.



Upcoming Events!

Don't forget to get your Convention tickets now. The price goes up after February. Make sure you join us for what will surely be a life-changing event. If it's not already on your calendar, mark it down now—August 12-15, 2004 in sunny San Diego, California.