

A Newsletter for our Life Force International Community

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**WE ARE
WINNERS**

We Are Winners!!

We have just returned from an AWESOME leader's event here in the Rocky Mountains of Colorado. There were 5 Crown Diamonds and 25 Diamonds and Platinums present, and we created something truly cutting edge....a global cross-line team of people committed to a common vision for the future of the company and the future of each of us and our organizations. There will be more information in the very near future....we are designing and implementing tools that will help all of us take our organizations to the next level.



Eight Basic Reasons Why People Succeed

1. THEY ALLOW THEMSELVES TIME TO SUCCEED.

It takes 10 years to become a doctor, 5 years to become a lawyer and 1,000 hours of apprenticeship to become a barber. Yet, too many people try just a few months or a few weeks, and then decide they are not cut out to be successful.

2. THEY HAVE THE DESIRE.

Too many people wish they were successful, but don't really want success enough to do all the things that are necessary.

3. THEY HAVE A PLAN.

They don't let each day take care of itself. A successful person outlines and plans what to do every hour of every day.

4. THEY HAVE THE PROPER ATTITUDE.

People who fail often do not believe strongly enough in themselves, or their opportunity.

5. THEY ARE WILLING TO CONTINUALLY LEARN.

Herbert Hoover said, "The wise man learns from experience. The super wise man learns from the experiences of others." Top people attend meetings, read books, and talk with other people to obtain ideas that will help them to be better.

6. THEY SHOW ENTHUSIASM.

Emerson said that nothing great has ever been accomplished without enthusiasm. Enthusiasm is to success as yeast is to bread... IT RAISES THE DOUGH.

7. THEY WORK HARD AND SMART.

The only time success comes before work is in the dictionary. But, top people work smart, as well as work hard.

8. THEY HAVE A VISION BIGGER THAN THEMSELVES.

It's true to say that when we all get to the core of our vision, it does indeed become greater than just us. Successful people are the ones who live it.

NOTE: Of all these eight reasons why people succeed, not one has to do with age, education, marital status, background, or whether a person is a man or a woman.

SUCCESS LIST EXERCISE: Create a list of everything past and present in all areas of your life where you feel you have been successful. This doesn't have anything to do with other people's criteria – this is meaningful only to you. Keep adding to the list as you think of new things. Keep this list somewhere you can see it. This will fuel you, feed you and give you the energy to accomplish more.

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Business Testimonial

The rest of this newsletter is dedicated to an amazing and inspiring business and life testimonial from Zvone Vodnik, 3 Star Diamond

I originally looked at Multi Level Marketing 22 years ago, as I realized that this might be the only way I could get ahead financially in the sparsely populated area of New Zealand I was living in. At that time I joined a well-known major company.

Seeing that first presentation with all the circles, I just couldn't sleep that night. It all made so much sense, creating leverage by having a lot of people do a little bit, but together generating a big sales volume. I threw myself in and immediately experienced my first rejection. How could others not see what I saw? I remember calling my first "prospects" (friends), shaking on the phone and almost fainting. I did not even have a phone in my house at that time, so I used a public phone to do this. Finally, I managed to convince, cajole and beg some of my friends to buy some of my products and as a result somehow I ended up with some distributors.

A month later I got my first cheque. It arrived from someone in my upline with a big card congratulating me on my success! Yeah! I thought I was going to be rich! Then I looked at my cheque – it was 75 cents! I felt so insulted after all my hard work! It was then that I realized that "not all MLM companies are the same." After more effort another card, another cheque, the grand total of \$3.25, and yet another humiliation. By the time I made \$30 I quit.

However, the idea of leverage never left my mind. So several years later I took another look at Multi Level Marketing. I had a good look at the compensation plan, breakage, integrity, etc. I began to understand the deeper levels of MLM. With a much more sober approach I started again, built a small group, and by the time I made \$3,000 this company went out of business. So I started calling all my friends with yet another business opportunity. Many of my friends started to question me, especially when I was running this kind of thought process: "Well, if they say no to this health product, I'll pull out the phone deal I've got or if they say no to that I'll show them how they can save on fuel costs with these great fuel additives." By now I must have joined 9 companies; I was well on my way to becoming one of those dreaded MLM junkies!

Then came a most sobering moment on this journey. I had been "prospecting" a friend about one of my opportunities when one day I saw him in town. From about 100m away he saw me and suddenly "remembered" something, turned around and crossed the road, obviously avoiding me. I started paying attention to the impact I was having on people with the approach I was using and saw that I was repeating an experience that was becoming painfully familiar.

Because I had such a deep belief in the fundamental principles that underpin network marketing, it was then that I decided that "yes, I commit to succeeding at this, and moreover, I commit to being part of changing this industry for the better." I then found what I felt to be a "good" company and started to focus on building this one alone. It was at this point that I received the first training I had ever had in this business! I realized to succeed I needed to learn some basic competencies. I felt like I now had a formula for success.

Looking back I can see that up to this point I was very much a part-timer thinking I was doing business, when really I was just spending a lot of time thinking about it. I was now ready to roll up my sleeves and start, yet I still lacked real drive and motivation. Somehow the external motivation of promised company rewards such as fancy cars and luxury holidays just didn't do it for me. In the midst of all of this my wife got chronically ill and as a result of being misdiagnosed and then improperly medicated, ended up on a life support system in a coma. This was a huge turning point – suddenly I needed no external motivation anymore. I was being strongly motivated from within due to my personal circumstances. We needed money. Within 5 weeks I had a "big" group of several hundred people. Soon I had started to make a living for the first time in my 6 years of being in this career.

During this time I had done a tremendous amount of personal growth and had grown from someone who nearly fainted during my first phone conversation to someone who had mastered the use of public phones and then finally for the first time in my life got a phone installed in my house. I woke up one day realizing I had become a leader. My success grew out of my commitment, my values and my integrity. No longer could I endure manipulating, cajoling and begging people to look at my business and/or our products.

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Then, just as I thought I had finally achieved success in this industry, I started to see big cracks in the integrity of the company I was now working with. They had just made this new “enhancement” to the compensation plan. When studied closely, it was obvious that they had set it up so they could literally take money out of our pockets. Not only that, they were refusing to address important questions that we were putting to them about the integrity of the products we were marketing.

I was torn. My livelihood depended on this company, but they were losing integrity in my eyes. I felt a great sense of responsibility to the team I had built so I started searching for a new home company with strong integrity, awesome consumable products and a distributor-friendly compensation plan. By this time, all my experiences had facilitated a huge amount of personal growth for me and by default I had become such a different person. I remembered a speaker I had heard years before who had said that the money was great in MLM, but the personal growth and relationships they had developed were incredible. At the time I could not understand what they had meant. Now I was deeply getting the sense of the truth in this profound statement, plus, the community we had built within our business was amazing.

It was at this point that long-term friends of ours, Michael Jude and Christa Way introduced my wife Lisa and me to Life Force. It looked too good to be true, but it really seemed to represent everything we had been looking for: time-tested products, a powerful yet fair compensation plan, a powerful upline with a track record of success committing to train us thoroughly, plus company founder/owners who prided themselves on their commitment to their global family. Coming on board in this company felt like finally coming home for us.

So together, Lisa and I, and a handful of colleagues, introduced Life Force International into the New Zealand and Australian markets. This was a leap of faith for us, as we did not know what it would actually take to pull this off successfully. At the beginning there was no corporate presence here and all products were individually shipped from the US at a huge cost per unit. Sometimes shipments would take up to 12 weeks to arrive, while in the meantime peoples’ credit cards had been charged up to three times for the monthly autoships they were purchasing. Nevertheless, our vision was strong and we grew a successful business despite the obvious challenges.

We now have an international business with a large group of fantastic people. Plus, my dream has come true of taking this business to a new level. We have an integral training and education system that allows people to build their businesses by generating professional working relationships based on dignity, trust and respect.

At times I am asked “would you do it again?” My reply is “absolutely!” It’s really phenomenal to have now created true financial freedom by generating the kind of residual income that we have, the dream of every network marketer. We own our lives and do the things we love doing. We feel immensely recognized and valued for what we do, but most important is the feeling of going to bed at night knowing that we are part of a team of people who are not only making a profound difference in peoples’ lives; we are also making a meaningful difference on a global scale.

Once individuals get their basic needs of health, shelter and abundance met, it’s been our experience that almost everyone in our business has a vision and a desire for effecting meaningful change on the planet, both locally and globally. With the money and resources we are generating, together we can make a difference!



Zvone Vodnik and Lisa Lane