

A Newsletter for our Life Force International Community

November 2004 - Volume 1, Number 11

WE ARE
WINNERS

We Are Winners!!

How to Use Events to Create Momentum

Last month we had the privilege of attending a Life Force event in Chicago that was truly awesome. The energy and excitement of the people who attended was tangible! You couldn't help but be positively affected by the enthusiasm of the attendees and the commitment of the organizers. It prompted me to share how powerful events are as a tool for building and maintaining a successful organization.



Michael Jude and
Andre Bullock in Chicago

The Power of Events

According to the top earning experts in our industry, **events** are a cornerstone of success in our business. The fundamental key factor here is that events provide powerful emotional fuel:

1. Knowledge
2. Increased belief in the products and business
3. An opportunity to meet company executives and top earning members
4. An opportunity to strengthen relationships for synergistic teamwork
5. A vision of the awesome potential of our business
6. A direct multi-sensory experience of the unique and exciting benefits of our company

These are some of the benefits of well-organized events. Will every single person have a powerful, life-changing experience at your event? Of course not. However, we have seen from attending hundreds of events over the years that approximately one-third of the people will leave in pretty much the same state of mind, one-third of the people will be very inspired and moved to action, and one-third of the people will actually have a powerful experience that leads to a solid commitment to the business.

We personally know several network marketers who have created incomes of \$10,000 to \$50,000 a month and more, largely from promoting key events. We have used events as our fundamental business foundation to build very successful organizations that have generated to date over two million dollars. There is no doubt that events work to create belief, enthusiasm and commitment. That is a proven fact. And that is a HUGE part of what our business is all about!

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Have you ever been to a very inspiring, powerful company event that was so exciting that you really kicked yourself afterwards for not working harder to get more people to the event? It happens all the time to almost every serious business builder! The key is to realize the incredible power and real value of events before they happen, then take massive action inviting people to the event! Work the phones every day for two to three weeks prior to the event (for the bigger, convention-type events you should promote it for five to six months prior to the event). It is especially important to call your members and guests two days before and the day before the event to remind them of the time and place and let them know you are really looking forward to seeing them there!

How to Invite a Friend to an Event

Be honest, be yourself and don't hype it. Tell your most exciting product testimonial. Also, let them know you have researched the business opportunity and you really like what you see. Then ask them to come with you as a favor to check it out, to get their opinion. Let them know that you value their opinion and would really like them to come with you. Don't give them a business presentation on the phone, even if they ask you a bunch of questions. If they are really interested you can get an upline leader on the phone to talk with them. You can express your enthusiasm about the growth and huge potential of Life Force. It's OK to ask them for a commitment to attend the event! In fact, you should let them know that you will either pick them up, or if they are driving themselves, you will be looking for them. If it's an important contact, offer to take them to dinner before the event.

The phone is by far the most effective way to get people to come to events. However, you should also fax event flyers to your members and prospects, email messages to them, and even send invitations by mail. It's your job to get as many people to come to the event as you possibly can. Nothing will be more effective in creating enthusiasm and commitment in your group. Go all out—massive action is the key. And, don't forget to HAVE FUN!!!

Product Of the Month — Colloidal Silver

The properties of silver have been known for centuries. In ancient civilizations, the wealthy stored water in silver vessels to keep bacteria from growing. Similarly, American settlers often put a silver dollar in milk containers to delay spoilage. It was not until the late 1800s that Western scientists were able to prove what had been known in Eastern medicine for thousands of years - that silver was a proven germ fighter. Throughout the early 1900s Colloidal Silver rapidly gained recognition as one of the best infection-preventative agents, but unfortunately its use was short-lived. The high cost of silver combined with the fact that silver solutions could not be patented motivated the development of more profitable and more potent infection-fighting drugs.

Today, silver is used by the Soviets to sterilize recycled water aboard the space stations. NASA selected a silver water system for the space shuttle. Many of the world's airlines use silver water filters to protect passengers from diseases such as dysentery. Silver has been effectively used to replace chlorine in swimming pools, and it doesn't sting the eyes! Science Digest, March 1978, published an article titled "Our Mightiest Germ Fighter." In there it was reported "...Thanks to eye-opening research, silver is emerging as a wonder of modern medicine. An antibiotic kills perhaps a half dozen different disease organisms, but silver kills some 650. Resistant strains fail to develop. Moreover, silver is virtually non-toxic. Says a pioneering silver researcher, Dr. Harry Margraf of St. Louis: "Silver is the best all around germ-fighter we have..."

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Extensive research into the curative properties of silver has been conducted for many years at the Upstate Medical Center, Syracuse University, Syracuse, N.Y. under the direction of Dr. Robert O. Becker, MD. The experiments conclude that silver works on a wide range of bacteria, without any known side-effects to the cells of the body. Silver has also been shown to do more than kill disease-causing organisms. Dr. Becker concluded that the presence of the silver ion may help to regenerate tissue, eliminate old or cancerous cells, and any other diseased or abnormal condition. The silver ion has caused major growth stimulation of injured tissues. Dr. Richard L. Davies, executive director of the Utah Silver Institute, which monitors silver technology in 37 countries, reported: "In the last four years we have described 87 important new medical uses for silver. We are just beginning to see to what extent silver can relieve suffering and save lives."

Many of the world's leaders, their families and advisors use daily Colloidal Silver to prevent the otherwise certain eventuality of contracting infectious disease. Dr. Becker noted in his studies a correlation between low silver levels and illness. Those who had low silver levels in their bodies frequently were sick more often with colds, flu, fever and other illnesses. He said he believes a silver deficiency is the reason for the improper functioning of the immune system and that silver is critical for the destruction of bacteria and viruses. Under healthy circumstances, daily consumption of fruits and vegetables would yield an intake of approximately 50-100 mcg of silver as a trace element. What isn't taken into account is that our food supply no longer contains those necessary minerals.

Because Colloidal Silver has been around for so long, there is a myriad of research and information available. Taking Colloidal Silver daily is like having a second immune system. It lessens the load on the body's natural immune system and effectively kills the many unwanted bugs present throughout the body. In addition, it lessens the toxicity due to the average amount of germ, virus and fungus activity that occurs naturally in the body. However, tests prove that due to the high absorption of the small intestine, the friendly bacteria in the large intestine are not affected. There are many, many uses for Colloidal Silver, as well as being a broad-spectrum anti-microbial. These include skin problems, intestinal disorders, veterinary uses (you can use Colloidal Silver the same way with animals), purifying food and water. It is great for children as it looks, feels and tastes just like water. True Colloidal Silver is a clear colorless liquid, because the microclusters of the silver are simply too small for light to reflect back to the human eye. If you are using a colloidal silver that is colored in any way, it is advised that you discontinue use of the product.

At this point it is important to mention that there are generally five production techniques used in these silver preparations. Although there are microscopic particles of silver present in each of these preparation types, they do not produce the same wide range of germicidal antibiotic and other noted effects when used in the body or in laboratory testing. Some are actually noted for producing adverse reactions. For instance, it is "silver salts" such as silver nitrate that are attributed to causing the bluing of the skin...not colloidal silver. There are also different grades of silver. To be a highly effective, quality product, the silver has to be 100% pure. Cheaper forms of silver contain different impurities that may also produce adverse reactions. "Parts per million" is a way of expressing how much silver is in the preparation. The healthy human body has 10 parts per million (ppm). Our Life Force Colloidal Silver is properly prepared electro-colloidal, containing 10 ppm of the highest quality silver.

