

# A Newsletter for our Life Force International Community

January 2005 - Volume 2, Number 1



**WE ARE  
WINNERS**

## Building Your Business

### One of the Challenges of Building a Network:

Do you feel partly responsible when hard-working people whom you sponsored into your network marketing company don't make it in the business? If a high percentage of positive, friendly, motivated people work hard only to quit a few months later, it can affect our enthusiasm and belief in the business. It hurts because we care about our downline and friends whom we work with. We feel bad if they don't make it in the business. Sometimes they lose a lot of money. Sometimes they get frustrated or bitter. One fact you should be aware of is that 95% of the people who intend to build a successful business in network marketing don't make it. However, it's also true that 95% of people fail in every other business venture that requires little or no investment to get started.

I highly recommend you watch the Brilliant Compensation video if you haven't seen it already. Even if you have seen it, watch it again. It is absolutely the most powerful and professional presentation on network marketing I have ever seen!

Whenever you get discouraged (we all do from time to time on our path to success), **talk to a supportive upline leader!** Then take some positive action such as: get on a conference call, listen to a motivational tape, watch the Brilliant Compensation video again, or best of all, make a few prospecting calls! One thing is for certain: if you really want to make it big in this business and have a lifestyle better than most millionaires, **you must be committed to never ever give up on your dream.** Whatever it takes, you must find a way to get the support and motivation you need to keep going until you make it.

In regards to people in your downline working hard and not making much money, that is unfortunately very typical in the network marketing industry. In 10 years of experience in this industry, I have found that there are three main reasons why people don't make much money in network marketing. Here are the real reasons why people quit our business:

1) **No barrier to entry** – Little or no investment to get started in the business automatically means little or no commitment most of the time. It's so easy to get started, and it's just as easy to quit at the first disappointment, rejection or whatever.

2) **Self-sabotaging attitudes, fears and doubts** about the business, the industry, or their personal abilities to succeed. Most people are not entrepreneurs and just don't have the proper attitude, business skills and persistence to succeed in any business. Most people really aren't willing to make the changes necessary for creating success. They get stuck in mediocrity, habits and their comfort zone. Only 5% of people are willing to do what it takes to be a leader and a winner (in network marketing our job is to find those people and help them get started!).

3) A **HUGE** part of not making much money has to do with very low paying **compensation plans**. This is why many hard-working, committed, positive-attitude people don't make money! They work really hard over several months to get 50 to

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100 distributors in their network, only to find that they earn a commission check of \$274 and they spent \$480 that month in expenses!!!! Then they look and see that only 40% of the people in their network even ordered products.

Pretty soon they find that there are more people dropping out of the business each month than there are new ones coming aboard! Hmmm... It doesn't take long before they quit the business!

**You can't do anything about point #1.** It is both a benefit and a problem. It's a benefit because everyone can get started for practically no investment and everyone has an equal opportunity to create a successful business. You can invest your time, energy and positive attitude into your business and make up for a lack of money invested. Every once in a while a totally broke person who has no other viable way to earn a substantial income works hard and smart and makes it really big in network marketing. The only downside to having little or no investment is that a higher percentage of people will quit because they were never really committed in the first place.

**You can do something about point #2.** First, you must be 100% committed to your goals and your own success – whatever it takes! No giving up and no quitting. Therefore, you have got to find an effective means of support and motivation to get you through the rough times (your upline leaders are usually a great support). Next, you believe in other people's goals and dreams, even if they don't! This is caring and leadership. Your belief in another person can be what makes the difference in their success or failure in the business! Also, just look for, and work with, the 5% of people who are willing to make a change, work hard and have a positive attitude! Don't waste your time trying to make the 95%ers into 5%ers.

**Point #3 is where you can really put the odds in your favor to achieve high levels of success!** Did you know that most compensation plans make it look like the company is paying out 55% to 80% in actual commissions, yet the average actual payout in our industry is less than 38%!? Did you know that almost all comp plans pay out 5 to 10% on the first few levels and that it takes literally **SEVERAL HUNDRED** (and sometimes over one thousand) distributors to earn a commission of \$1,000 a month?

Can you see how Life Force really is literally four to five times better for the average person? And, 98% of the people we sponsor are not superstar leaders who have made big money in this industry before! They are real people with dreams, real people who want extra income, more freedom and better health. Granted many of them won't ever work to create financial success in their lives (points #1 and #2 above), but for those who are willing to work hard, stay positive and committed, **THEY DESERVE TO EARN FOUR TIMES MORE MONEY FOR THEIR EFFORTS!!!** THEY DESERVE TO HAVE A BETTER CHANCE AT MAKING THEIR DREAMS A REALITY IN OUR WONDERFUL INDUSTRY. THIS GIVES THE AVERAGE PERSON A REAL CHANCE AT FINANCIAL FREEDOM!

# Make Your Dreams a Reality!



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## Product Of the Month – Sunset and Stress

Stress is an unavoidable part of life. Some people seem to handle it well, while others seem very negatively influenced by it. Stress creates an excellent breeding ground for illness. Researchers estimate that stress contributes to as many as 80% of all major illnesses, including cardiovascular disease, endocrine and metabolic disease, skin disorders, infectious ailments, and even cancer. Evidence shows that stress can trigger reactions to allergens and make allergic symptoms more severe. It can also aggravate other things like skin disorders by damaging immune cells. It is believed the majority of back problems are also stress-related. Stress is definitely a common precursor of psychological difficulties such as anxiety and depression.

Although stress is viewed as a psychological problem, it has very real physical effects. Almost all body functions and organs react to stress, and this leads to nutritional deficiencies. Many people attribute their stress-related symptoms to "nerves," and in fact, stress does affect the parts of the body that are related to the nervous system first. This is why we have created Sunset. Each of the herbal ingredients in Sunset performs a specific function that helps mitigate some of these negative effects right at the start...by supporting the nervous system. It also contains COQ10, a co-enzyme that works to protect the heart and the immune system at the same time. I carry a bottle around with me in the car all the time. If I feel overly stressed at any time.....if I'm stuck in traffic and late for an appointment, for example.....I will place a couple of dropperfuls under my tongue and leave it there for about 30 seconds. Literally within a couple of minutes, I feel the tension draining out of my body. I am still alert and ready for whatever I'm doing, but I feel relaxed.

Sunset was not developed to induce sleep. However, if someone's sleep disorder is the result of stress on the system, then this could be a wonderful support product. Because the product contains St. John's Wort, it's sometimes advised not to be used if a person is on anti-depressant medications.

## Testimonial

### Body Balance, Colloidal Silver and the Business

I want to thank you and tell you how much I appreciate such a great company to work with and these wonderful, life-changing products. My favorites are Body Balance and Colloidal Silver. I don't know which one to give the most credit to. However, between the two of them, I went through this whole past winter without even one head cold (I usually have two or three bad ones each year). After about 14 months on the products, I feel great and would not want to be without them ever again.

My organization, the Home Business Network, is growing by leaps and bounds. Within six months after I signed up, I was already earning more than I did from my US Air Force retirement check, after more than 20 years of active military service. And yes, I have worked hard to recruit, train and support my downline. But do you know what? I have always worked hard. And, since I retired from the military, I have been involved with several other network marketing programs and before now, I never made any money at all. In fact, I spent a lot of it trying to find "the right one."

Thanks to you, I found it! And I plan to be with *Life Force International* for a long time to come. Keep up the good work.

Don Evans, Fountain, CO

**You Too Can Do It!!!**

