

A Newsletter for our Life Force International Community

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**WE ARE
WINNERS**

We Are Winners!!

This was taken at the AWESOME Life Force Australasian Convention in Perth, Western Australia, in February. Such an inspirational event! The organizing committee deserves a huge round of applause for their efforts. As you can see, we had a wonderful time!



Building Your Business

Prospecting: Warm Market vs. Cold

One of the big topics of discussion in our industry is that of where and how to find people to recruit. Some people have natural telemarketing skills and successful sales experience. This is between 1% and 2% of the population, and for these people, a cold leads advertising system may prove effective. However, for most of us, a “warm” market approach is far more effective, much less expensive, and also has a significantly higher track record of success in our industry. This is because our business is a business of **relationships** more than anything else. The relationships you already have (i.e., friends, business contacts, relatives, fellow members of your church or other organizations, etc.) already have some degree of trust and friendship with you. With cold market leads you have to spend a significant amount of time and money to develop that trust. Plus, unlike your warm market, people who answer an ad (and those who are on a list of opportunity seekers), are almost always looking into at least ten, and often as many as twenty other business opportunities!

To build a successful business you must find motivated entrepreneurs. Very few successful entrepreneurs will even listen to a stranger. Virtually all of the strong leaders who reach the highest levels of achievement in any network marketing company were sponsored by someone they already knew. For all of the above reasons, **virtually every highly successful leader in the network marketing industry trains new distributors to “make a list” of 20 to 50 of your best friends and business contacts**, and start building with their warm market. It’s about people who know people who know people that lead you to the superstar distributor. Always make sure that you and your new distributors list your best A+ contacts first.

With the huge, fast-growing popularity of the Internet and technology in general, we all have more options and more opportunities to build our businesses. Just remember this key to success: your success will depend on how effective you are in creating powerful relationships and teams that communicate on a consistent basis. With your warm market, that infrastructure is already in place. Our advice is to use cold calling, advertising and Internet prospecting as a secondary backup.



Product Of the Month—Herbal Body Wrap

Although it is impossible to live in a toxic-free environment these days, it *is* possible to change how your body responds and copes with all that it has to deal with. One of the keys lies in detoxification or cleansing. Cleansing can help your body run more effectively and efficiently, and is the foundation for good health. Cleansing also helps to nourish the body by delivering a cleaner environment, more conducive to assimilation of nutrients. A lifetime of environmental exposure to external toxins and a buildup of unhealthy waste substances in the body takes a toll on the quality of our everyday life.

The Herbal Body Wrap is a wonderful tool we can utilize in this cleansing process. And there are many ways we can do this. It is a remarkably adaptable product. The Herbal Body Wrap is a blend of different herbs, sea vegetables and mineral clay. It is designed to be used on the outside of the body, by utilizing cloths soaked in the solution to wrap your body in. It is a wonderfully fun and pampering thing to do. Having body wrap parties is a great way to introduce people to the concept. Be creative! Step-by-step instructions come with the wrap solution.

Remember to cleanse the skin of any lotions or makeup prior to doing a wrap. It is also wonderful to use as a facial, as the herbs are very cleansing and have a toning and rejuvenating effect as well as rehydrating the skin. Wrapping the entire scalp is also wonderfully beneficial. When doing a series of full body wraps (which is suggested to get the full benefit of the product), be aware that the body is going through an elimination cycle in the mornings, so this would be the best time to do your wraps if you are wanting to cleanse and tone the body. People who have tissue damage, insomnia and lots of stress may find it beneficial to do the wrap in the evening prior to sleeping.

The body wrap solution can also be used in a bath for soaking. I would recommend using two lots of solution for this, as it will be more diluted with the bath water. You still need to make up the solution according to the instructions on the label before tipping it into the bath. There are herbs in there that have been traditionally used for skin conditions, mucus buildup and bronchial conditions, soothing inflammation and pain, as well as cleansing. Again, using any product on a regular basis as part of a health regime will yield greater results. Similarly, soaking hands and/or feet in the solution often brings much relief.

People with bronchial problems can breathe in the vapors. Make sure there is sufficient space between the pot and the person as this can be very hot. In addition, the solution can be used in ice cube form after it is brewed. These can be used in the same way as one would use ice cubes for massage, e.g., use on a swollen knee by going around the knee in small circles. As a facial toner it helps get rid of puffiness under the eyes.

Chiropractors and massage therapists have reported that people who get wrapped prior to adjustments or athletic events incur fewer injuries and hold their adjustments longer. And if they do overstrain, it requires less corrective therapy to bring them back into balance. Therapeutic injury wrapping is also used by some practitioners with clients who have inflammatory areas or stuck or frozen areas in the body. So have fun and experiment!

Cleanse & Heal - You Deserve it!

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Product Testimonial

I am a 50-year-old male. On my 21st birthday I was diagnosed with Crohn's disease. As a result of Crohn's, I have suffered from an early onset of osteoporosis, "brittle bone syndrome," two broken right hips (with one occurring from a minor fall), a shattered right leg, osteoarthritis, five major abdominal surgeries, and a life of debilitating symptoms which accompany this disease. When I was 43 I had multiple, major life-threatening surgeries, leaving me with only 20 percent of my digestive tract intact. Chron's, by its very nature, attacks a person's ability to digest and absorb nutrients of any kind, regardless of other complications.

In August of 2001, I was involved in a motor vehicle accident where I sustained a closed head injury, or traumatic brain injury. For the next 18 months it was a blur of hazy short-term memory loss, daily migraine headaches, speech impairment, loss of higher cognitive function, depression, and loss of the ability to do the most simple of tasks. In November of 2002, the physicians informed my wife that my condition would remain the same and, with time, might improve slightly, though never to the levels of pre-accident. By January of 2003, medical costs were staggering, with monthly prescriptions costing \$1,200 per month.

As a New Year's resolution for 2003, my wife, Lisa and I agreed that this would be OUR year. A few days passed and our good friend, Chris Blackwell, asked me to try some Body Balance. Within a week, I had more energy than I could remember having in years. A few days later, we called our friend, Dr. John Cervenka. I am a former patient of John's and knowing my medical history, he suggested that I stay with Body Balance and add Osteoprocure. Within a month the level of energy I was experiencing was the most incredible thing—I began to think clearer and more coherently, my speech came easier, I could balance the checkbook, drive a car, and for the first time since my accident, I wanted to get out of the house and visit with our neighbors and friends.

My daily nutrition starts with the Cornerstones; it gives me everything that I need and more energy than I know how to deal with! For the first time in over 30 years, my body has the ability to absorb the nutrients it needs in a liquid form. What a fantastic thing for me... Liquid nutrition is the key; the body not having to work overtime to digest any pills or capsules is much more efficient. I have tried "the other way" and it did not work. It is amazing what the body can do in a short time when it has the right tools to work with. Life now is changing dramatically every day; while to some these steps may seem small, for me even the little ones are monumental. At my recent medical evaluation my physicians were astounded with my progress and subsequently reduced my medications to a little over \$400 per month.

I am so thankful for the vision that Wayne and Gerri Hillman had years ago, and what it has grown to become, for not only what it has done for me, but also everyone who has experienced it in their lives. I thank Chris and John for caring about my personal health and introducing me to Life Force. If only I had known about it 20 years ago!! I now look forward to what life holds—it's like the Johnny Cash song, "I'm kind of like an old lump of coal, but I'm going to be a Diamond one day."

Michael Blanchat

A New Lease on Life!!

