

Problem: To motivate sales force and add a more personal element to the corporate newsletter.

Solution: The Company had developed thousands of commission sales home-based agents who sold their products and signed up new affiliates. They mailed an email newsletter to this list weekly, mainly to announce product promotions and schedule conference call sales training.

As I read the background information about the sales force it became clear to me that belief in success was a vital motivating factor to encourage new affiliates to sign up, as well as to re-energize existing affiliates. I decided that profiling affiliates who had succeeded would instill a belief in the field of "*if they can do it, I can do it.*"

I developed a column which I named @Random. I used the @ symbol in the name because the column was to be delivered via email and to show that any agent might be the one to be profiled. I selected a well-performing affiliate each week for profiling. I interviewed the person by phone, acquired a picture, and wrote a one page profile of each. A new profile appeared in each weekly e-newsletter to consistently deliver the message of success with timeliness and variety.

In the phone interviews, I dug for the point at which an event or situation in the life of the affiliate moved them to take this new turn of attempting a home-based business. That trigger was often the result of a job layoff, job dissatisfaction, desire for a second source of income, freedom from a nasty boss or a long commute, or just a spirit of entrepreneurship looking for a home based business with good corporate support and a low start-up cost.

I structured the profiles to follow a format of introducing a little background, finding the motivation for starting the home-based business, and describing the financial and personal satisfaction of the outcome of that decision.

Result: I wrote a dozen @Random columns for the weekly E-newsletter. New affiliate sign-ups increased and the already well-performing affiliates whom I profiled were even more motivated by the peer recognition. They would clip the profile and use it as a marketing tool. Also, the newsletter itself became more personalized and riveting. For any association or large field of sales affiliates this is a proven tactic for success.

A series of profiles featuring EYI distributors who have uploaded their pictures onto their Web sites.

@ R a n d o m



Robert and Donna Brown

No place can match Las Vegas for its flamboyant wedding ceremonies. You can still get, among others, *The King*, an Elvis-themed service. But first you have to find a mate to marry, and a couple of EYI newlyweds can give Vegas a run for its non-traditional money in that forum. Donna Brown and her husband Robert are newlyweds. She's in her 60s and he's in his 70s. They met on the Internet.

"It's a good way; you get to know each other before you meet. It's not so artificial, like going to a dance," says Donna from her home in Cedar Hills, UT, not far from Robert Redford's Sundance film festival center. "Others say people can fool you or be charlatans, and I say they can't be that way for very long. When people write, their real self comes out."

Donna and Robert like to spend their time in places like breath-taking American Fork Canyon, camping and picnicking. "It's a new life. Health and stamina are very important to us at this stage of our lives."

Whatever the stage of life, Calorad® often plays an important role, entering someone's path just as they were looking for a way to wellness or weight loss. Donna was drawn to EYI by the products, but also the people. Word of mouth delivered the effects of Calorad® via a friend who was getting lots of results—weight loss, firmer skin, more vitality and muscle, so Donna went to a meeting. She tried it for three or four months before she started selling. Donna has never met people that really care this much and have gone the extra mile to help others do well in a business. Sometimes she forgets about the money she is earning and is surprised when a check comes in the mail. She thinks that attitude is an extension of those who helped her and taught her how to really care about people.

Donna likes to get personally involved with the people she can help. "The other day," she says, "I completely forgot about being scared to talk to people; I had the strong feeling I should approach a girl, whom I'd never met, out in the parking lot. I had overheard her in a bridal shop looking for a gown, but he was discouraged when they didn't have one in a size 26. I heard and felt the pain in her voice. I think she felt my honest

concern and was very receptive to my offer to help her lose weight before the wedding. We have become close friends and I have an invitation to her wedding!"

Being a music teacher with about 125 students, Donna says it sometimes takes up to 12 hours to prepare for music lessons, but she only gets paid for the lesson itself. She wants to have residual income and be able to have the time and freedom to do what she desires. In an effort to build the business, Donna and Robert have contacted a lot of dance studios for dancers who want more energy and now with the new Oxy-UP™ coming out they're going to push that. "We're into a few health stores," she says, "We went to a business to business fair and we had people sign up to hear more. We've got a whole bunch of leads so we're going to hold a meeting next week."

Today if you asked Donna if she wanted to lose weight and be healthier she'd say, "I do." If you asked her if she wanted to have free time and money to enjoy travel, she'd say, "I do." But if you had any ideas about a chat leading to the altar, you should have e-mailed her long ago. Donna will tell you with a ring in her voice (and on her finger), "I did". **EE**

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Ann Carlisle

What do Ann Carlisle and wishy-washy have in common? Nothing! Ann is direct—refreshingly so. “When finances get tight, people cut down in the craziest ways,” she says. “They’ll cut down on their health, and that’s crazy. They don’t cut down on the ice cream, the cupcakes and the donuts, but they’ll cut down on something essential like Calorad® and Oxy-Up™. When you’re on these products your cravings do start to go away.”

We caught up to Ann in the mountains of Arizona where she was checking her e-mail at the local public library. This lady likes to keep connected. She believes a lot of people go to her Web site just to see her picture which she uploaded. “Here’s one big thing that I think we need to stress—when you send somebody to your Web site, you have to tell them to do you a favor and sign the Guest Book,” she says. “I sent out a whole bunch of e-mails saying please do this, so that I’ll know that you’ve been there. When I did that they all came back. You have to tell them, even before they get to your Web site.”

But just getting people to the Web

site is only the beginning. After they show interest, you need to really ratchet up the effort. Listen to Ann on recruiting: “When I talk to somebody new I send a questionnaire out on e-mail. I want to know about them.”

Ann believes that some people are, as she puts it, “mind-locked.” They’re going to use the product period, and that’s it. She considers that very short-sighted thinking. “We have so many women who are raising children alone, and I say whether you’re married or not married, you need a second income because there’s no such thing as job security anymore. It’s been obsolete for 10 years. You need a second income—don’t close the door. Keep the door open. If you want to just be a buyer for a while, fine, but keep the door open. A parachute doesn’t work if you don’t open it.” Calorad® didn’t just drop out of the sky for Ann either. A friend called and told her she had a wonderful business and she knew four things about it. “You could lose weight, lose your jowls, you could make a lot of money, and I think she said the wrinkles would go away. Anyway, four things.” Ann laughs as she does often looking back on her life, “I said I only weigh 90 lbs, I have no jowls, but my husband says I must be shrinking his shirts—what do I do?”

Her friends said buy 5 bottles of

Calorad®, and she did. Ann did some study and found out she should be using Calorad® because she had lost a lot of muscle after an accident. With Calorad®, she has gotten a lot stronger. “I had a lot of discomfort—now I have no discomfort. I was taking painkillers that I used to go to Mexico to buy and I haven’t taken a painkiller in 5-1/2 years. I have added the other products and I’ve studied and that’s the thing that people need to do—take responsibility for their health. If you don’t make some changes you can expect the same results you’ve been getting.”

Change and how to undertake it beneficially is a theme in Ann’s life. It was instrumental in a pivotal way in her early life. “I came out west in 1945 from Illinois for my health. We had to drive through a blizzard that took me to the train to come to the University of Arizona in Tucson, cause that’s the only place my parents could think of putting me when I had to leave Illinois. I got off the train and thought I’d died and gone to paradise and never went home.” After years abroad, Ann’s first husband died. She spent a couple of years in California, then married Richard, a retired photographer who’d been with MacDonald-Douglas 30 years. When he asked her where she wanted to live, she said, “Take me back to God’s Country—Arizona!” **EE**

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@ R a n d o m



Michelle Wilburn

“My upline calls me the Web Angel,” says distributor Michelle Wilburn, while working from a wireless laptop in her garden in Billings, Montana. A laptop may be the symbol of Michelle’s EYI success story, but she only has to think back a short time ago to when life was very different. Two people. Two jobs. Two years ago. The Wilburns could not even afford to pay for one house. Today, working just EYI’s 5 by 3 alone, they are able to pay for not one, but two houses.

Two months before Michelle Wilburn and her husband Darnell decided to work 5 by 3, her family had to get financial assistance from their church. “We were really struggling,” she recalls. “We were both working full-time jobs, but we still weren’t making ends meet. Between the two of us we were just very busy. We were working our fingers to the bone. We had no time to spend with our five children. That’s not a life.”

When Michelle started using Calorad®, she dropped 40 pounds and also had other wellness benefits for shoulder and elbow discomfort. Remembering this and facing a bleak future, Darnell said, “Look, we’ve got to sell this Calorad®. You know it works. I know it works. We’ve got to do this.” So they dove into 5 by 3. The first month they made more than Darnell was making at his chef job, so he gave

that up. They have never looked back. “We’ve used our EYI money to rebuild our whole basement into a daycare. And something else that just came about because of EYI—we just bought another house. It’s bigger! It has six bedrooms so we’re so excited. Each of our five kids has their own bedroom.”

Michelle was never comfortable pursuing her warm market because, “I’ve just had so many doors slammed in my face.” She decided to take another route and jumped into the Internet. “Before we even had Electronic Business in a Box,” says Michelle, “I started optimizing my online presence. And it worked amazingly well. We started really signing up a lot of people.”

Michelle keeps an edge by giving more to her distributors. She believes people will be drawn to her if she keeps doing that. She focuses primarily on teaching them the business. A lot of her people want it simplified even more than 5 by 3. Plus, she finds that Mastermind calls are great for motivation and fun. And she just loves the professional image EYI affords her. “I love the EYI postcards. I’ve had so many great compliments from my customers on them,” she explains. “They stick them on their refrigerators so they know who I am, how to get a hold of me, and then it’s there when they need me. I got little magnets for people in my area so they can stick them up. They’re my Thank You card. They’re so classy. With pieces like that and with the Web site, we look like professional business people.”

First thing in the morning, Michelle

always checks her BV. She looks at who is working, who is not, who needs a call, where she needs her volume. “Most of my time is spent contacting my distributors, doing Mastermind calls, and the afternoon is mine. I don’t want to work in the afternoons. I want the whole afternoon for my kids.”

The Wilburns are continuing to operate daycare in their first house, and are renting out the upstairs. They are hiring two people for the daycare, who of course will be introduced to EYI. (You can’t work for Michelle unless you get into EYI.) This will free up more of her time during the day to work on her EYI business, because this is her love—even the kids are helping her work and learning the rewards of business now.

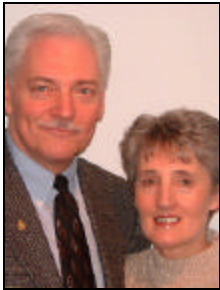
“EYI is not here to have people work their fingers to the bone. It’s here so people have freedom,” says Michelle. “I mean, we go on vacation to Disney *twice* a year now. We never vacationed before. Think of all we’ve accomplished in just two years. Brand new house. Revamped day care center. Vacations twice a year. We’re buying rental property too. And we would never be able to do this without this business.”

When she goes to Las Vegas, Michelle will have the Web hooked up in her hotel room. She says she’ll probably leave meetings every two hours to go check her e-mail because she doesn’t like to leave people waiting. She is very determined to make connections and to make her business work. After all, this is working for her business, not for someone else’s. That what makes all the difference. **EE**

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@ R a n d o m



Dr. Ron and Donna Boersema

“People are getting sick and tired of playing the drug game and not getting anywhere,” says Dr. Ron

Boersema, EYI distributor and Healthiatrist, in Holland, MI.

“Personally, that’s what led me to treating the whole person, in working with the causes rather than treating the symptoms and the diseases.”

In a snapshot, Healthiatry is the practice of assessing people’s wellness level and then creating a nutritional program based on their individual assessment. To accomplish that, Ron may do allergy testing, digestive analysis and hormone profiles—all to find out what the patient’s current state of health is. “I’m not looking for a disease; that doesn’t matter to me. I don’t want a label of any disease because that’s a medical term and we don’t deal with medical things. We want to know what your health level is and then simply build it.”

The thing that really shaped Ron’s life in the direction of natural healing was when his wife’s sister Carloyn Walters was diagnosed in 1982 with bone marrow cancer. Doctors told her she had two to five years to live if she took medical treatments. She chose not to go the medical route as she had seen chemotherapy’s effects on her brother-in-law. Carolyn lived another 10 years without the treatment. Instead, she sought out a nutritionally oriented MD in Chicago and followed his approach. She was an

extremely heavy lady and she lost all kinds of weight and got down to feeling really good. Carolyn worked all but the last six months of those ten years—without any real symptoms.

“That put into my mind the thought that there is another alternative,” Ron says. After a career in business development, he chose to switch to Healthiatry and upgraded his education, acquiring more degrees. Ron paid acute attention to his studies in Healthiatry; it was all too personal. “Healthiatry is a very unique small, small field. The doctor who trained us trained about a thousand people in that area and very few people have taken it to the degree that we have of opening up a practice. Most of them did it for their own health and well-being or their own issues. We just saw it as a big need in our society today.”

This approach to finding the best products and solutions led Ron to Calorad® and EYI, but it wasn’t a done deal right away. In his first brush with EYI, Ron’s hairdresser told him she had a product that you can take a tablespoonful of before you go to bed with a glass of water and wake up smaller and thinner in the morning. “I said, ‘That’s ridiculous,’” recalls Ron. “You’ve got to eat right and exercise and that’s how you lose weight, so I blew it off.” A month later a fellow Healthiatrist faxed the same kind of information, but again Ron was not interested; he knew better than that.

“And then a dear friend who had been in the nutritional business for many years gave us a tape from EYI with MDs’ observations of Calorad®. These

were all medical doctors and I listened to the tape on the way to a conference to hear one of the world’s famous speakers from up in the Northwest—Dr. Jeff Bland—speak, and I have no clue what Dr. Jeff Bland spoke about that weekend. All I could think was that I had to get back home and get some Calorad® and start sharing that with our patients.

Ron’s first product of choice is always Calorad®, because it is such a foundational product for the whole body. He and his wife Donna were not looking in the beginning for a business, but for another product to help their client base. However, now their EYI business has become almost full time. “I came to the realization that with the economy turning down and our client base shrinking, because insurance doesn’t cover us, that we could actually benefit more people by spreading the word rather than sitting one-on-one across the desk saying, ‘Change your diet,’ because that’s the root of most of the problems. I can effectively do more for more people by sharing EYI with a lot of people who are going out and sharing these wonderful products with everybody. My reach is extended enormously.”

In a nutshell, Ron has a passion for helping people—and the best way he can do it is through the EYI platform. “I’m just looking at my list here and we’ve got about 22 or 23 people who are going to be with us in Vegas including ourselves so we’re working hard at getting more to come—we’d like to get 30 of them there. Physically, financially, spiritually, I’m sharing all this information but what I’m building is rapport that ultimately is going to help us all.” **EE**

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Donna Green

It won't be a Mirage, though the Mirage Hotel in Vegas will be the scene where Donna Green makes good on her word. In two weeks, Donna will appear in a bathing suit on stage after dropping over 50 pounds. You might say Donna delivers. She is as good as her word. She lives by it and she pulls no punches in telling it like it is. That kind of assuredness comes from a clear vision and perception about herself and others. This insight didn't come overnight; for Donna, the journey of self discovery and the search for success has been life-long.

"I owned my own corporation back in the 60s, when if you think I wasn't shot at, you're crazy," Donna recalls. "When I started, I was the youngest gal in real estate in Houston. In the first six months I was about as smart as my name—green—because I didn't make a sale. I thought I knew everything and I got clobbered and lost \$14,000 in commission overrides when \$14,000 was a helluva lot of money."

She remembers coming home

one day with her tail dragging on the concrete and saying people are no good. She was really feeling sorry for herself. Donna had to live with her parents at the time because she wasn't making any money. Her Dad was home that day, and he said, "I tell you what you do, Donna. Go back to your bedroom, close your door and I'll make sure that you're fed and clothed for the rest of your life. You'll never have another worry. But," he said, "You won't learn anything either." So he picked her up and kicked her back out the door. "The very next day I made my very first cash sale on a house that I'd lived in and I was beside myself," Donna chuckles. "I took the knocks and I became one of the better realtors but even then it bored me, because I'd list the homes and then I'd be waiting for the phone to ring. I wasn't out selling, so that's when Network Marketing came into view back in 1962."

Donna started with a company called Holiday Magic. "I sold strawberry frappe and banana cream and all that and it stunk to high heaven," Donna said. "But I learned a lot."

Then the Pennyrich Corporation came along. Donna had a cyst on her shoulder which was creating

some problems and this custom-made brassiere product took the pressure off. She sold the product and things really took off. She made really big money and developed a large business. Donna helped buy the company out when two partners were fighting. By now she had seven lingerie salons going in Houston and then she got into facsimile diamonds. With her Dad coming out of retirement to work with her, she built it up to one million a month in sales in less than a year. "We put these stones in beautiful gold mountings and my customers were like, Imogene Coca and Debbie Reynolds. There was a BIG profit margin. I was a career girl; I was running three different corporations; I traveled 100,000 miles in a year." Then Donna had a personal tragedy that literally brought her to her knees. "I had always succeeded at whatever I went after and now I had to acknowledge that that was the little "i." I stopped and realized that there was something missing. I wanted to know what I was all about. I was unusually secure yet there was something missing."

Donna struck out and began her quest and search for self discovery. She sold out all her interests in the early 70s, except for some of her salons, and began a search for who she was. As fate would have it, this

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Dave Sturgeon

As a well known radio personality in his home of Kitchener, Ontario Dave Sturgeon worked very, very early hours. He would get up and pump caffeine for four or five hours 'til he'd get off the air and then it would be two chocolate bars or a couple of burgers and go home and crash. It was at a point in the winter of 2000-2001 that Dave, at age 42, really started to feel that he could never lose weight. He recalls feeling that he didn't have it in him to do it. It was actually terrifying to him. He was ignoring the weight gain, but down deep he was really asking "My God, what's happening?"

Starting on March 8, with a nutritionist's help Dave tracked his progress in a 10-week weight loss plan on his radio show and Web site. He learned a lot about his poor eating habits, and undertook an exercise program. Plus, in the second week he started taking Calorad®. Today Dave has lost 25 pounds, at least four inches around the waist and gone from size 39 to size 36 suits.

"When people look at you and you look amazing compared to a couple of months ago, when you look healthy, shrunken not swollen, the first question is 'Holy Mackerel, how are you losing the weight?'" Dave says. "Two sentences and you can explain how Calorad® works to burn fat while you

sleep and most everybody says 'well get me a bottle.'"

"I love to send people to my EYI Web site," Dave says, "Because it's a perfect example of a business that's kind of like the product. This business is working while I'm not even there. It's generating revenue and interest in a product that I believe in without me having to give up everything else." Dave sends interested people to his EYI Web site and asks if they would prefer at this point to look at the business opportunity that exists or order it for themselves and save a few bucks. Dave has added a link from his radio Web site to his EYI Web site, plus he did a couple of 10-second tags on the radio and had a listener call up and that person is now with EYI and doing really well.

According to Dave, in news-talk radio the person listening is not just hearing something in the background. They're actively listening to hear and understand what's being said. He sees Calorad® as a very effective product for advertisers because people choose to listen to the spoken word. "If it's written creatively, it ties right from what they've chosen, i.e. the host or the news, or whatever, right into the commercial and if it's creative and well done that's compelling too and they're motivated to buy. It's effective."

Dave and his producers know their audience for his morning show and they meet daily to plan the next program. The audience is age 35-54 and

Dave knows that if he doesn't find the topics compelling that his listeners will hear it in his voice. It must be working. The show had great spring ratings and won some wonderful increases.

"They're also just normal knuckleheads like me that have a hard time losing weight," Dave says, "So when you figure out something that works it's great. I believed in Calorad® anyway—I just didn't want to buy it before I was in the right frame of mind to lose weight. I've never felt that you should rely on it alone."

Explaining his own successful weight loss to people, Dave always promotes the healthy lifestyle, lets them know it's been a combination of things: his dietician, an exercise routine, eating right, and really the tie that binds is Calorad®.

In September, Dave is booking a full hour for Executive Council members Ray and Shellie Donnelly to come in and do a radio program on Saturday called Ask The Experts.

"A full hour, no commercials, 60 minutes full-blown open-line with a producer to not only sell the benefit of Calorad® and Agrisept-L®, but they're also going to present the business model and let people know how they can join the business. We're going to tape it and pass it along," says Dave. "I can't even get on 'til September 'cause it's so stinkin' effective. I have a feeling it's going to go right through the roof." **EE**

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Melissa Stahl

“When they say things happen for a reason, you might not understand it at the time,” says distributor Melissa Stahl, recalling when her husband was downsized out of his job. Speaking from her home in Las Vegas, the home she was able to pay off in cash just a couple of years after getting involved with Calorad® and EYI, Melissa acknowledges that the situation today as compared to just a few years ago is dramatic.

In 1998, Melissa’s husband Todd was downsized out of his job at a Tennessee radio station and Melissa couldn’t support them and son Dylan on her salary as a retail manager. They wound up having to move into the dining room of a friend’s house. “It was just terrible. We were down to our all-time low. It was a terrible moment for us. We were under a lot of stress,” Melissa recalls.

While working at the radio station, Todd had gone to dinner with two contest winners named Karen and Gary Murphy and they’d become good friends. Neither couple had heard of Calorad® at the time, until a distributor named Lorey Torrieri ran a radio campaign that interested Karen and Gary, and she recruited them. Very quickly the Murphys began doing well and Karen told Melissa about the profitable 5 by 3 business

plan and her belief in Calorad®. At that time Melissa wasn’t interested, but now she was. And Karen had gotten busy enough to need someone to assist her in her EYI business.

Melissa quit her job and went to work for Karen, helping her out with her business. She learned the ropes. She learned everything inside and out about the product. Melissa answered Karen’s phones so she had to know about any questions that Karen’s customers may have had about the products. It was great product knowledge training. Karen taught her the marketing plan, and the compensation plan. “I saw how well Karen was doing with it and said, you know, we need to do this on our own,” Melissa says. “I owe it all to Karen and Gary. Without them I wouldn’t have had the money to get started with it at all.”

Melissa and Todd went at their business, which they named “Wonderful Solutions,” full-time and paid off all of their bills. They had been very deeply in debt. Their business grew so that soon they were able to rent a house. Then they decided to buy a house in Las Vegas, where Todd is from. “We did the right thing and we paid off all our bills. We’ve been out of debt and we’ve been happy with everything since then.”

Time-freedom is definitely one of the benefits for Melissa with her EYI business. Dylan is now 10, and she has a new son Destin who is only 15 months old—so it’s great she can be there. Melissa and Todd work from

home. She finds the Web site very convenient. “I can work whenever I want to work,” she explains. “We have a toll-free number so people who want to order can do that or go on the Web site. When we were building our business I put a lot of time and effort into it. Most of my days were put into it. I didn’t even have a separate phone line so every time I answered my home phone I had to answer it, ‘Wonderful Solutions.’”

Melissa sees her growth with the company happening through going into the basics of the other products. “I haven’t actually done anything much with other products. Some Agrisept-L® maybe and I have a few bottles of Oxy-Up™ here. That’s the downside for me. I need to do that. I can probably go somewhere with a lot of the other products.”

When Melissa first started, she would sell maybe 20 bottles of Calorad® a day. Now with distributors, her average per week is anywhere from 400-500 bottles. “I put a lot more time and effort into it then because I had to build it. I had to get out there and talk to people about it. Right now, I really don’t put a lot of time into anything. That’s the nice part. It’s up and running. I basically don’t have to do a lot of anything.” She may not have to do anything, but it is obvious that Melissa keeps her eye on her downline and her bottom line. She may not know the reasons why unforeseen things sometimes happen, but next time our bet is that she’ll be prepared for any event. **EE**

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Albin and Mary Lou Lind

Hollywood couldn't write a golden testimonial like you're about to read. You have to go north to Alaska to unearth gold like this! It sounds funny now, but this is honestly how Albin and Mary Lou Lind got into their EYI business. Albin took a bottle of Calorad® home to his wife Mary Lou, and told her it was from her brother who'd just joined EYI. Mary Lou couldn't stand her brother, (a long story), but she was curious that he'd sent the bottle and a message. He'd said if it didn't work then they wouldn't have to pay him.

"Well then," Mary Lou said, "I'm gonna take it, and I'm gonna follow the rules and do everything, and I'm gonna watch it not work, and then we get to stiff him."

Three weeks later Mary Lou was stunned. She stepped on the scale and went, "Oh my God, I lost ten pounds." Nine months later she has lost about 25 pounds. She's very happy with it. Mary Lou and Albin signed up. In a manner of speaking, we guess some feelings were also patched up too. That's how well the Calorad® worked!

"We're in it together," says Albin.

"I signed up first and the first thing I did was sign her up underneath me. She does quite a bit of the selling and I do more of the information gathering for her and stuff like that."

Today Albin works for a grocery superstore in Anchorage, AK. "I can remember the very first day I was up here," he says. "It was June. 11 o'clock at night. I flew in from Seattle and it was bright sunshine. I said, 'Oh my God, look at all the daylight'. I fell in love with it right then and there."

In Anchorage, Albin's father owned a seafood processing plant until just three years ago. They sold seafood all over the world. Their specialty was fresh salmon, but the farm salmon program just killed their enterprise. Farming salmon was a year round deal, where as theirs was very seasonal, using the natural salmon flows. It just got to a point where they weren't making money anymore.

Oxy-Up™ is Albin's big seller. "That's what I concentrate on selling," he said. "I don't drink the Calorad® so it's very difficult for me to sell it because I'm not a product of the product. My arm was starting to bother me and my knees were bothering me so I decided to go ahead and start drinking Oxy-Up™ and after about two or three weeks the discomfort

started going away. Now I got something I can talk about. I already got guys who are converts."

Albin got his first Web order a few days ago, for Calorad®. "It was one of those deals where I was talking to a gal, gave her my card, told her to check it out. If it's something she's interested in, if she wants to try it, go ahead and order it online and she did. The Web site is a nice tool."

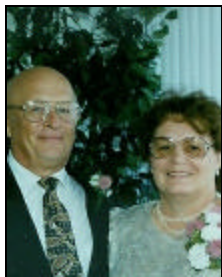
Albin gave a girl, Sally, who works at his local gas station where he gets coffee, a bottle of Calorad®. The only reason why she started was her doctor forced her to get on a diet. In short time, she dropped 40 pounds. She signed up for the business. "Now she's just selling the stuff like it's water. She's a walking billboard. She knows everybody because she deals with them every day at work. And she signs 'em up."

Right now Albin has three people that he's been prospecting at work, one who is really heavy. "She's chomping at the bit to get going on it and she's going to be taking the AM too. So when she starts dropping the weight, and I think she will, then let the games begin. 'Cause my whole store is full of chubby ladies and when they see her dropping weight that's when I think it's going to be a little fun for me." **EE**

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@ R a n d o m



Derry and Donna Smaage

“As a result of September 11, I got laid off from my job as chief pilot,” recalls Derry Smaage. Airline Training Academy in Orlando, FL, where Derry worked, went into a decline in enrollment. “We didn’t have as many students, therefore they had to cut back. My position, unfortunately, was eliminated. It was a terrible time.”

When Derry got up on the morning he was laid off, he prayed for financial assistance and financial help so that he could retire and do more mission work. “Then I went into work and I got laid off on that same day. I thought, ‘Wow, I don’t know.’ But I think maybe it was what I asked for because I immediately was introduced to Calorad®. Maybe this is how I’m going to be able to increase my income to be free to do mission work.”

Aside from instructing at flight training school and flying for United Airlines/Atlantic Coast Airlines from 1993-95 as a first officer, Derry, with his wife Donna, served as a missionary and minister for the Christian Church in the mid-west and Florida. Derry and Donna also served two years in Ghana and nine years in South Africa. During these years Derry actually rebuilt a couple of small planes; he says modestly that he likes to repair things. They continue to do mission work and take mission trips to Haiti, Honduras, Costa

Rica and other Central American countries, where Derry teaches leadership seminars for local pastors and church leaders. Donna has been working for 15 years with the Presbyterian Retirement Communities and recently she was assigned the task of helping retired ministers with their housing needs. She was on President Bush’s Committee on Aging and she went to Washington. When Clinton was President she was a delegate to that White House convention on Aging.

“I have a desire to have enough income from Calorad® so that my wife doesn’t have to work any longer and to buy an airplane to do mission work,” Derry says.

Derry was on the Internet sending out fruitless resumes as no one was hiring at flight schools when he was contacted by distributor Ron Chandler through an e-mail advertisement. He responded to that. “Ron called me and he told me all about Calorad® and what a dynamic product it was,” Derry says. “He sent me some tapes and some literature. I just decided I’m going to do this so I used \$250 of my severance pay to become a 5 by 3. I bought into 5 by 3 even before I had ever tasted Calorad®. Before I knew what it was going to do I just went on the testimonies of what I had heard on Tuesday and Thursday night Conference Calls.”

Then Derry and Donna got their first bottles of Calorad® and did well on it. Derry lost 18 lbs and about 15 inches and Donna lost 20 lbs and 30 inches. Derry started talking to his warm mar-

ket friends and family. “We had to wait until we had the personal story before we could go out and say this works,” Derry says. “We knew it worked for other people, but we didn’t know if it would work for us. When it did work for us we felt confident in offering it to other people with our own testimony. That was important.” Donna’s got people at work now who are noticing she has lost weight and they’re asking her about Calorad®, so she’s talking to them about it. Donna’s strong suit is in helping people, she is very hard working.

Meanwhile Derry and one of his captains, Darryl Deer, see a tremendous market out there. They are brainstorming as to how to develop their marketing to sell Calorad®. “We are going to start having weekly meetings,” says Derry. “I have Four Captains and Darryl has one, so we’re really at the beginning stages of building this business. I’ve got the postcards and I think sending them out is important for me to do. Right now I’m in the midst of learning how to do Excel spreadsheet for the purpose of sending out 100 letters to health professionals in the Orlando community.”

Also, according to Derry, ministers are ideal as far as Calorad® and building the business goes. “When you get to the end of a career in Ministry, often people have not, or the church, has not provided for them in retirement. Calorad® would be a way they could supplement their retirement income. Our interest in Calorad® is for health benefits and to generate retirement income so that we can devote full time to mission work and family.” **EE**

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Frank Shaw

Frank Shaw knows a lot about what it takes to build a successful team. In the last six years, he has built an EYI organization over 18,000 strong.

"I find that a caring, nurturing approach, and taking people to different levels in the business slowly at the speed they want to go, not the speed I want to them to go, is the answer," he said. The secrets and techniques of growing a Network according to Frank have a lot to do with distributors accepting that what they do is a business, and in seeing themselves in that light.

Speaking from experience, Frank recalls that in his auto sales days, when he finally woke up and embraced what he was doing, that was when he started to do well. "I seem to be a three-year guy," Frank said. "It took me three years in the car business before I could admit that I was a car salesman." After embracing that role, he was the top salesman in the country for one year and in the top 10 in two other years.

It seems to be a question of belief. When Frank had his *mid-life crisis* as he calls it, he looked at his life and saw that the sizzle had gone out of auto sales. He owned a condo and a late model car, yet he had no money in the bank. "I thought I'd be climbing the ramp to that auto dealership for the rest of my life. I just didn't enjoy selling cars. I wasn't a grinder, pushy kind of guy."

Frank describes himself as "the kind of guy who goes into something, not with a toe but with the whole body," so when he started looking at Network Marketing, he went into it heavily. Unfortunately, his first few companies went broke or were "run by crooks." Frank lost thousands. "I call that going to university," he said. "That is what it cost me to get the experience." Then he became involved with Essentially Yours. Frank and his partner were some of the first distributors to sign up. "We just happened to be there around the kitchen table when the dream came."

It took a little while before Frank began to recognize the power of the vision that EYI President Jay Sargeant saw for Calorad®, but about six months later he quit the car business and went full-time Network Marketing with EYI.

"You're recruiting all the time," he said, "but you're doing it for other people. You build a nice little nucleus of people that want to do it as a business, and then you just go and help those people recruit other people."

"My biggest problem is having people not take possession of this as a business. To *treat* this like a business. Profit and loss. Set it up well from the beginning. People who don't get their business cards right away and do certain things...you've got an uphill battle with the person."

"One of the reasons I failed for those first three years is I treated sponsoring like hiring a sales force," Frank said. He thought he had to teach them how to sell.

They'd either sink or swim. But weight loss and wellness products are not cars. Frank was still operating from a car sales mindset.

"Money in a lot of people's cases is not a motivating factor," he said. "That is, until they start making some—then a little more, and a little more. Then they get the dream that this is a real business." When the inspiration to grab this opportunity to work for themselves strikes, distributors are filled with promise. But if they don't treat being a distributor like a real business from the beginning, the desire, and with it the hope, fizzles rather than sizzles.

"You've got to bring people to money within three months. That's why Jay's 5 by 3 program works," Frank said. "They've seen some money. Rather than failure they've seen success. It just keeps driving them on. It's crucial, I repeat, *crucial* to take possession of what you do for a living."

People often come into Network Marketing in the wellness industry and their intention is just to help their loved ones become healthier through weight loss or management. They may not have set out to find an additional income or a new career when suddenly they find themselves with a hot product that a lot of people are looking to buy. This demand has a tantalizing effect. A mind shift occurs and the original goal of providing wellness grows into consideration of starting a business by providing wellness. This is a subtle but profound shift in thinking. And according to Frank, it is vital. **EE**

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Dr. Bob Fahey

clients about nutrition and positive mind dynamics, his wife knows he might show up later that night having bought more than one of just about anything.

Back in New England now after 10 years in Hawaii, it still is in Dr. Bob Fahey's blood when he sees something he needs to say, "I'll take all five." Dr. Fahey discovered that in Hawaii, everything you buy, you pay twice—once to buy it and once to get it home. The cost of everything doubled. As he ramps up his EYI business on the East Coast, he's sure he'll eventually get used to not always having to pay for shipping.

Being a clinical nutritionist, Fahey specializes in the processes and problems of nutrition. But he is also a Counselor who's always believed that a person's thinking and feeling are affected by what goes into the body. It seems obvious today that to combine the two makes perfect sense—but it wasn't long ago when Dr. Fahey adopted

When Dr. Bob Fahey heads out from his home-based practice in New Hampshire to give seminars to business

just this approach and was labeled as "way ahead of his time."

Dr. Fahey saw that because of nutrient deficiencies, people's thinking and personalities were being affected. "This was very controversial at that time I wrote my Masters," he said. "The professors wouldn't believe it. I said, 'You'll believe it sooner or later.'"

As Dr. Fahey pressed on with his nutrition-counseling, he was disappointed with the progress he was making. "*Something's got to come along,*" he thought, "*to be used as a nutritional tool for the maintenance of both the mind and the body.*" That's when Calorad® entered his life.

But Dr. Fahey was skeptical. His reputation was on the line. "I spent an hour and a half on the phone with Michel Grisé," he said. I was asking him questions that nobody ever asked. I came away convinced I had to join. I bought the 5 bottles. I got 'em in and I gave a bottle to my wife who said, 'Oh Good, I'm going to be the guinea pig.' The following week, right before a meeting with a business person I wanted to offer this to, I asked my wife if it worked. She said she lost 5 lbs, 6 inches. After Michel and now my wife, I felt secure."

Dr. Fahey repeated the sleep and lose weight mantra to his business appointment. She came back a week later with a sheaf of sign-ups—a ream of paper. She'd signed up 35 distributors in all. "From there it just ballooned and ballooned," Dr. Fahey said. "It went on and on and on and on."

The EYI program is as simple as building blocks, Dr. Fahey advises. For those skittish about the Web and technology, "I say to them, Kindergarten. I say go back and think about blocks or paints or something that you were very creative and innovative with and that's all this technology is all about—blocks. It's building blocks. You just put one block on another and before you know it you've got yourself a castle."

Dr. Fahey estimates about 80 per cent of his EYI business still comes from personal contacts and about 20 per cent from his business presentations. Since returning to New Hampshire he has found it easy to set up practice again. Past clients are looking him up. They remember he treats the whole person.

As for all those shipping issues left over from Hawaii, the easiest transition was with Calorad®; it was always on Auto-Ship. **EE**

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