

The Problem: The Company sold a line of wellness products, mostly in the US, via a field of IBAs (Independent Business Agents). Over six years, many once active IBAs had lapsed into inactivity. More became complacent because their early entrance into the now outdated commission structure was delivering commissions based upon seniority, not merit. The commission structure to the field was too rich to be sustainable. It had to be changed and this change required a strategy and materials to deliver the information.

Solution: The Web had developed over the six years the company had operated so that the package the company now provided new agent: a web site, ordering and fulfillment, coaching, a considerably deepened product line, etc., was highly valuable. I had recently been instrumental as the copywriter for the Company in a re-branding and standardization effort led by a former managing partner of Palmer Jarvis ad agency, so I had a new logo and colors to work with.


The new Pay Plan needed a slogan that succinctly reflected the company's mission to provide wellness products and deliver compensation to the agents who sold the products. It needed to be brief and punchy for good recall, but it had to carry a strong message with a few words.

I often find these answers are uncovered like a sculpture after you chisel away and define a shape. The result here was *Pathway to Profits* and it literally fell into our laps as I brainstormed with graphic designer Brendan Mclean. I knew in my gut we had a winner in that very second but it took lots of mental chiseling for that phrase to show itself. The Pathway portion could contain the methodology and the Profits the outcome. Even the double "P" alliteration would assist recall. (*It actually became an acronym when used in the field- in use it became simply - P2P.*)

So I had the container for the project. We set to work on trifold to explain the message and which could be used afterwards for the IBAs to develop new business. However, the company imagery was quite outdated so I sourced royalty-free photos that reflected active lifestyles and sales training. I developed copy that explained, simply with illustrations, the steps that an IBA could take to achieve success. Brendan did a great job with design touches, particularly with the graphs in bringing them to life. We had the brochure we needed.


In order to re-stimulate the lapsed IBAs, I wrote a "Win Back Sales" letter, describing the many enhancements now provided that made building their business so much easier. The call to action was renewal of their \$40 annual administration fee. This action would demonstrate commitment and open the pathway to deliver enhanced sales training and frequent contact. I showed all the features and benefits on one side using the headers from the P2P brochure and a letter from the President on the other with a time limited offer.

Result: The production and mailing costs were about \$7,500 and the return on investment was in the neighborhood of \$90,000.00 over two weeks, plus a larger than ever active field of motivated independent business agents.



Steps to Success

- Enjoy the products.** Many people report a life enhancing shift in their well-being as the result of using our products. They are delighted with their results and feel compelled to share their experiences with everyone.
- Share the products.** The market is hungry for our exemplary wellness products. Many millions of people are overweight and undernourished due to poor eating habits, inactivity, and food processes which deplete natural vitamins and minerals.
- Develop a Team.** An organization of like-minded individuals pursuing a common purpose is awesome to behold, inspiring to be a part of, and fantastic to lead. The productivity, belief and passion that you create for your own success is replicated in your family of distributors, returning untold rewards.
- Reach your goals with our support.** We reward productivity and provide all the support, technology, and training that building a great organization requires. You will find state-of-the-art communications at your service 24/7.




Being in Business for Yourself

We know you want to be free to control your own destiny, so we provide you with all of the resources, training and tools you will ever need to succeed. You could never affordably access all of this support on your own.

We offer:


- a generous pay plan
- a personalized website
- all the support and tools you need to bring products to the market.

We offer you a Pathway to Profits that can put YOU in charge of your life. You can be secure financially, and answer to no one but yourself. This is not wishful thinking - It is very do-able. To find out more, please contact the person who gave you this brochure or visit www.eylbusiness.com.



PATHWAY TO PROFITS

THE EYL INTEGRATED PAY PLAN



Imagine

a flow of revenue from the most powerful and proven pillars of business: the power of Networking, the immediacy of Direct Selling, the capacity of Brick and Mortar Retailing, and the reach and leverage of Internet Marketing.

It's Your Pathway to Profits.



Integrated Marketing

MORE RESOURCES

- Brick and Mortar**
 - Huge Retail Market
 - Premium Wellness Products
 - Attractive Prices
 - Merchandising Programs
 - Consistent Sales Commissions
- Internet Marketing**
 - Personalized Website
 - Merchant Account Capability
 - Online Interactive Training
 - Explosive Internet Opportunity
 - Multi-Media Lead Generation
- Networking**
 - Rock-Solid Company
 - Powerful Pay Plan
 - Coaching and Mentoring
 - Enormous Growth Potential
 - Regional and National Training
- Direct Selling**
 - Great Marketing Materials
 - Dynamic Auto-Ship Program
 - Kiosk/Trade Show Sales
 - Consignment Centers

Pathway to Profits

With Pathway to Profits, we find great people and then inspire them to action, and we maintain that action by rewarding them handsomely for the effort. Then we duplicate the system again and again. The beauty is in the simplicity of the system; the reward is in the effort of the people involved; the result is an organization of leaders!

Powerful Products

Our premium wellness products attract customers quite naturally in a huge market which is sizzling with people searching for wellness and weight loss solutions. These distinctive products were designed to inspire belief, leading to customer loyalty and repeat business. This makes it easy to establish a family of productive distributors.



Lead Generation

Lead generation is the lifeblood of your business and we are literally beating the bushes to deliver you targeted, qualified leads that are fresh. We acquire leads from all kinds of media: from TV, radio, and print - even from web banners. This leads to continuous growth for your business.

Support

We have developed a success plan for you which is unparalleled and unprecedented for the cost of only the \$400 annual membership fee. You get a high traffic website, Conference Calling, comprehensive training and much, much more. Most importantly, you get everything you need to build this business!



PATHWAY TO PROFITS THE INTEGRATED PAY PLAN



RENEW YOUR \$40 ADMIN FEE TO GET ALL OF THE SUPPORT AND TOOLS YOU NEED TO BUILD YOUR BUSINESS.

Support

The Integrated Marketing support we offer is unparalleled and unprecedented for the cost of only a \$40 annual administration fee. You get your own web site, placed in the path of high traffic. You get conference calling and comprehensive training and tracking, and much, much more. Most importantly, you get everything you need to build this business!

Pathway to Profits

With Pathway to Profits we find great people and then inspire them to action and we maintain that action by rewarding them handsomely for the effort. Pathway to Profits actually works - you can move people to action in your own personal organization. Then we sustain and duplicate all the activities involved again and again and again. The beauty is in the simplicity of the system; the reward is in the effort of the people involved; the result is an organization of leaders!

FOR ONLY \$40 A YEAR WE PROVIDE:

Networking

- Rock-Solid Company
- Powerful P2P Program
- Coaching and Mentoring
- Enormous Growth Potential
- Regional and National Training

Brick and Mortar

- Huge Retail Market
- Premium Wellness Products
- Attractive Price Points
- Merchandising Programs
- Consistent Sales Commissions

Direct Selling

- Great Marketing Materials
- Dynamic Auto-Ship Program
- Kiosk/Trade Show Sales
- Strong Word-of-Mouth Sales
- Consignment Centers

Internet Marketing

- Personalized Website
- Merchant Account Capability
- Online Interactive Training
- Explosive Internet Opportunity
- Multi-media Lead Generation


Products

Our products were built for customer loyalty and designed to initiate dramatic and permanent usage experiences that inspire belief. Inspired belief leads to word-of-mouth referrals and repeat orders. This kind of buzz always attracts retail sales and commissions grow and grow. A common scenario is: You try it. You love it. You can sell it so easily that you want to start a business. In no time, you have a customer base that provides a world of wellness for you and others.

Lead Generation

Lead generation is the lifeblood of your business and we are literally beating the bushes to deliver you targeted, qualified leads that are hours or days fresh, not months and years old. We capture leads from all kinds of media, from t.v. to print to radio, from websites to web banners to affiliate programs. All of these efforts lead to sustained and constant growth for your business.

For more details visit:
www.eybusiness.com

PATHWAY TO PROFITS <small>THE EYI INTEGRATED PAY PLAN</small>	I Business Center Potential Weekly Income	\$2,500.00	
	I Business Center Potential Monthly Income	\$10,833.00	
	I Business Center Potential Yearly Income	\$130,000.00	

IT'S EASY TO RENEW YOUR \$40 ADMINISTRATION FEE. CALL LIVE OPERATORS 1-877-394-2677



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CALL OUR LIVE OPERATORS 1-877-394-2677 TO RENEW YOUR \$40 ADMIN FEE.

DON'T MISS A GREAT OPPORTUNITY!

YOU MUST RENEW YOUR \$40 ADMINISTRATION FEE BY MAY 30TH, 2003 OR MISS A HUGE OPPORTUNITY TO EARN BIG MONEY.

Dear EYI Team Member,

Once in a while you catch a major break. Have you ever rummaged through a drawer and found an old bond or a stock certificate that is really worth something? Well, I have and it's a lot of fun to find MONEY. I am writing to say that you just found MONEY, potentially a lot.

In the past year and a half, under a completely new management Team at EYI, we have created some extraordinary improvements. In the last three months, the new EYI management Team has sent out over 25,000 leads to our active distributors. These leads along with some major business building tools have led to EYI's growth.

Just one month ago, we decided to take it up one more notch. We introduced our Pathway to Profits Pay Plan. The P2P Pay Plan offers a 35 percent compensation plan pay increase. And as if that isn't good enough, we also created a monthly President's Club bonus program that can earn EYI Associates thousands and thousands of extra compensation. Our leaders have gone wild! Now, why should you care? Because you are part of our Team and you can take part in this dynamic growth and profit.

Your administration fee has lapsed. But, our leaders want to work with you or members of your group. In 30 days, we are releasing the database to the active uplines throughout the company. If you or any member of your Team wants to take advantage of our growth and, specifically, the P2P bonuses and pay increases, they will be fair game to be RE-SPONSORED by someone who is actively building their business.

Although, you may have been taking a rest, we have not. EYI has blasted forward and we would like to take you with us. Leaders will be combing the database to rebuild. In our new P2P Pay Plan, they will be very inspired. It's possible that they may re-activate some great IBAs under YOU! And, when you see what we have done, you might very well want to jump back in too.

We don't want to begin this change without notice. We want to give you a simple and honest shot at gaining this advantage. Let's be honest, we would love to have you back on the Team, making money, having fun and sharing our great products. But even if you are not ready to do this, we encourage you to protect the integrity of your organization by simply calling 1-877-394-2677 and renewing your \$40 annual administration fee.

It's a small investment that allows you to get our great products at a wholesale price, and who knows, it might be a bigger windfall than that government bond tucked at the bottom of the drawer.

Peace and Blessings

Jay Sargeant