

If you're tired of the rat race ...

If you're overworked and underpaid ...

If you've just been downsized ...

If "job security" was just a 20th century illusion, read on to discover why the 21st century is ...

The Century Of The American Entrepreneur

With entrepreneurship at an all time high, there's never been a better time to enjoy the success, prosperity, and freedom of owning your own home based business.

Since the 1970's corporate America has been on a down-sizing binge. Although corporations have shown some sense of responsibility toward their workers, mass layoffs at Kodak, Pillsbury, the *Big 3* automakers, and other companies refute the idea that corporate downsizings are slowing down or "just temporary".

Two of the hardest hit segments are baby boomers and women. Boomers are laid off and can't be rehired because they're too old. Women are paid less than men for the same work. Both groups report making less money for doing more work just to keep their job.

Government statistics show women and boomers coming up short just about everywhere ...

- The U.S. Department of Labor says 59% of America's women are working full time, year-round jobs, but make 20% less than men on average.
- Working women average less than \$600 per week. – U S Dept. of Labor
- Between 2003 and 2005, 8.1 million people lost their jobs due to downsizing, outsourcing overseas, or other economic factors. – us Dept. of Labor
- Nearly 50% of all US workers feel overwhelmed by a growing number of job tasks and longer working hours. - Families and Work Institute, 2001

With this kind of volatility in the job market, it's easy to see why many people feel insecure about their future. And if freedom from financial uncertainty, work-related anxiety, and age or gender discrimination is important to you, a home based business opportunity might be the answer you've been looking for ...

The home based business sector has seen explosive growth since the mid-1990's. The Bureau of Labor Statistics reports ...

- Home Based Business – made possible by the advent of the computer, the internet, and ecommerce – is a *\$427 billion a year industry*
- Of the 7 million self employed people in the U.S. in 2005, almost *5 million had Home Based Businesses*
- The number of Americans 55 to 64 (baby boomers) classified as self-employed has *increased 29 percent* since July 2000
- The number of self-employed seniors (65 and older) has *grown 18 percent*.

Millions of Americans are leaving the rat race to set up shop at home. Over 18 million people, from mom's to baby boomers, enjoy the quality of life and freedom from financial worry a home based business can provide. But you may be asking yourself ...

Why do some home based businesses succeed and others fail? For example, the information seminar and product industry -- the "How to (fill in the blank)" stuff you see all over the internet and late night TV -- has made some people *boat loads* of money. But most internet entrepreneurs go belly-up in the first 90 days. What's the cause of so much hardship and pain? You'll be shocked to learn the reason ...

They failed to create the product!

Why invest enormous amounts of time, money, and effort into building your business ... direct mail pieces ... flyers ... brochures ... email campaigns ... auto-responders ... click through campaigns ... search engine optimization ... when you don't have a product to sell?

The path to freedom and prosperity requires 4 key ingredients:

1. work
2. dedication
3. commitment
4. and a product.

And, according to Robert T. Kiyosaki, author of *The Business School for People Who Like Helping People*, there are a couple more things you're going to need besides a great product:

- ✓ A great marketing plan, *and*
- ✓ First class mentoring and coaching.

Let's take a look at the product, marketing plan, and coaching in more detail ...

The Product

If you're like most people, you're not an inventor, so you're likely going to need a product made by someone else to get started.

Although you'll find plenty of get-rich-quick-from-home schemes, you're going to want to stick to products made by reputable companies with proven track records. This ensures you'll be selling quality products that have stood the test of time and passed muster in the real world with real customers.

Take the wellness industry as an example. Paul Zane Pilzer, a world-renowned economist for 3 presidents, predicts the wellness industry will be the next trillion-dollar industry by the year 2010.

For instance, Herbalife is a company that makes products for the wellness industry. They have good name recognition, a solid reputation, and offer a business opportunity perfectly designed for the home based business entrepreneur.

Herbalife is one of the largest network marketing companies in the world, selling weight-management, nutritional-supplement, and personal-care products. Their products are sold in more than 60 markets around the globe through a network of more than 1.5 million independent distributors. Herbalife Ltd is publicly traded on the New York Stock Exchange (NYSE) under the symbol "HLF". The company offers one of the

most reputable, successful, and long-lived home based business opportunities available (well over 20 years!).

Herbalife credits its amazing success to aggressive brand building, strengthening its focus on science-based products, and recruiting a management team that focuses solely on serving its distributors. By 2006, Herbalife had posted \$3 billion in retail sales ... and that's projected to hit \$5 billion by 2010!

The products are divided into three lines:

- Weight Management features products that support appetite control and digestion. Distributors offer tailored weight loss plans, personal mentoring, and coaching;
- Targeted Nutrition offers products focused on the needs of men, women, and children. These include heart-health products endorsed by Nobel laureate in medicine Dr. Lou Ignarro, a member of Herbalife's Nutrition Advisory Board and Scientific Advisory Board;
- Outer Nutrition® consists of botanical-based formulas for lips, skin, and hair, and fragrances for men and women.

Herbalife products are science based, thoroughly tested, and supported by clinical trials. Herbalife's commitment to scientific research helps keep the products at the forefront of nutritional science.

According to Chief Scientific Officer Steve Henig, Ph.D., "Every product we sell has a white paper that contains all the scientific safety data on that product, coupled with all its specifications. It serves as an insurance policy that the product performs against the intended claim we're making for it."*

With the opening of additional research and quality-control labs and an investment in a lab at UCLA, Herbalife continues to produce high quality products, improving their existing line and developing new products every year. Distributors love the regularity of new product introductions as it allows them to reenergize their existing customers and attract new prospects to the Herbalife opportunity.

The Marketing Plan

Herbalife's marketing plan is based on tested, patented products, and powerful direct response marketing techniques. The products *can not be purchased in stores!* This creates *enormous wealth building opportunities* for Herbalife's home based distributors. There are no geographical boundaries, so your customer base is almost limitless. The exclusive marketing system utilizes telephone, postal mail, and the internet to join the health and wellness industry with effective, tried and true direct marketing methods.

And the system has been tested by people just like you - homemakers, downsized corporate professionals, health professionals, plumbers, retirees ... people from every walk of life. Many now enjoy true financial freedom ... some even make a full-time income with part-time effort! ... and they all enjoy being their own boss for the first time in their lives.

Mentoring, Coaching, Information, and Education

Herbalife distributors have access to one of the easiest (and most effective) turnkey

systems in the direct-sales business. From company events to online support, you'll get the best training and most successful sales tools in the industry. And you'll always receive excellent personal support for your business.

Herbalife's training resources include:

- Success Training Seminars (STS)
- Herbalife Opportunity Meetings (HOM)
- Leadership Development Weekends
- Televised product and business-building training via the Herbalife Broadcast Network.
- Innovative Internet support tools available 24 hours a day.
- Annual international "Extravaganza" events for networking, training and more.
- Advice from the Herbalife Medical Advisory Board and Medical Affairs Group.
- Effective sales literature and promotional tools to help you succeed.
- Wellness Training Seminars and much more!

But that's not all!

To ensure customers get the best wellness support possible, Herbalife provides their distributors with *Wellness Education*. Herbalife is the only company in the wellness industry that offers a series of *Wellness Training Seminars*, assisted by members of Herbalife's Scientific and Medical Advisory Boards and Herbalife Inner/Outer Nutrition® authorities.

Be – Do - Have

As a distributor, you'll have your very own personal business coach. One of the first keys to success you'll learn from your coach is the **BE – DO – HAVE** principle.

It's meaning is simple ... if you're serious, teachable, and willing to work, you will **become** more - then you'll **do** more – and then you will **have** more. And your personal business coach has over 27 years of tried and tested experience to get you started on your path to *be, do, and have more*.

You'll master this simple plan in no time at all!

Because Herbalife has distilled all that valuable information and experience into one, *easy to follow, turn key system*. All you have to do is *be clear in your intent* and come to the table as an eager student, *ready to learn!*

Let everyone else fall back on their old habits, blocks, and negative self-talk. If you are *serious, teachable, and willing to work*, home based businesses – like Herbalife - really *do work*.

And yours will too! Just follow the plan with your mentor ... you'll be amazed at the positive, profitable results you'll get in just a very short time.

Now let's take a look at how an Herbalife home based business *could change your life!* See for yourself, through the real life experiences of people who have made the commitment to change their lives for the better ...

40 in 60

Todd D. spent 24 years as VP and National Sales Manager for a major corporation. As a key account manager, Todd's job involved long hours, lots of travel, an aggressive work schedule, and high stress. Finally, Todd had enough. He'd always had a deep passion and desire to work for himself, and he took the plunge after learning about the Herbalife opportunity.

"Before Herbalife, I was 205 pounds, my allergies were terrible, and I didn't sleep at night. Once on my Health Management Program, I lost 40 pounds in 60 days, my allergies - for the first time in 51 years - are not a problem, and I am sleeping through the night.

The best part is that my energy level is fantastic and I have maintained my weight at 165 pounds now for more than 6 months. I have become a *product of the products.*"

"I feel so much better!"

Maridee was experiencing intense digestive pain after eating a meal. The pain was so bad she had to take over the counter medication to relieve her indigestion.

"Once I started using Aloe Vera my digestive problems ceased. The best part is that I am feeling better about other problems with my body ... no more hot flashes, head aches, weight gain, or colon problems. I now use Formula 1 Shake, Total Control, Formula 2, Cell Activator, Cell-U-Loss, Garden 7, and Triple Berry Complex ... I feel so much better!

Sincerely, Maridee"

" ... I could not believe the way my health was improving!"

Before Herbalife, Bob suffered from high blood pressure, high cholesterol, asthma, and gout. Bob's energy level was so low he lacked the motivation to accomplish even routine tasks.

"When I started using these products I could not believe the way my health was improving! As a result, my blood pressure and cholesterol was lowered! My asthma and gout problems were improved! Best of all, I lost 23 lbs.! I give all of the credit to Formula 1, Formula 2, Aloe Vera, Total Control, Cell Activator, and Cell-U- Loss. The bottom line is - I feel good!

-As Ever, Bob

PS: My energy level is much higher!"

"It looked like we were going to be stuck in the rat race for life."**

Nancy Frank's worked as a secretary for a large corporation for more than 20 years. Her husband, Richard, worked long hours in a factory. And, despite their best efforts, they found themselves getting further and further into debt.

After spotting a small newspaper advertisement about working from home part time, Nancy began the Herbalife business, working the business around her full-time job. "I earned a good income the very first month and we both had great product results," she says.

Today, the Franks enjoy working from home full time and earn a comfortable living. "We're so glad that we'll be able to send our two girls to college ...".

"Herbalife is the American dream come true."**

"Working 12-16 hours for someone else was not our dream." say Gudelia and Justino. They worked long hours and many years for other people. "I thought I had achieved my dream," Justino says, "but working for someone else really wasn't it." After their first Herbalife Opportunity Meeting, Justino remembers, "I realized then it was the opportunity we were looking for to make more money and have a better life for our family".

These are just a few of the literally thousands of success stories Herbalife distributors have to share. And there will be many more as Herbalife continues to grow, creating brand new 21st Century entrepreneurs who will help others to do the same.

Maybe you could be one, too? Just think how much better your life would be ... how much your life would change for the better ... as an Herbalife entrepreneur ...

- Sell incredible products that help people
- Be your own boss
- Set your own hours
- Work as much or as little as you want
- Spend extra quality time with your family
- Help others improve their lives
- Enjoy rewards and recognition ...

There's no limit to what you can accomplish as a Herbalife home based business owner!

The lifestyle you deserve is within your reach. How you get there is about knowing what you want ...

- ***Do you want to say "Goodbye!" to the rat race forever?***
- ***Do you want to thumb your nose at the corporate downsizers?***
- ***Do you want to work when you want, where you want, and get paid as much as you want?***
- ***Do you want to spend more time with your family – while earning more money than you've ever earned before?***

Then give yourself the chance to enjoy the safety, security, and lifestyle you've always dreamed of ... Become a 21st Century Entrepreneur!

Contact your Herbalife representative today!