


The Life's Abundance Advantage by Lester Thornhill Life's Abundance CEO & President

IMPORTANT NOTICE

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The
Life's
Abundance[®]
Advantage

How to choose a good
network marketing company.

Why Network Marketing?

- Why do people get involved with home based businesses?
 - Want to make money
 - Fire their boss
 - Some extra income to supplement their finances
 - Flexible work schedule
 - Create ongoing income
 - Selling consumable products
 - Leveraging the efforts of others
 - To make a difference

What makes Us Different?

- With all the choices people have when deciding on a home based business, and all the hype surrounding so many companies in the Network Marketing industry, what makes Life's Abundance different?

The Company

- Most MLM Companies offer
 - Low up front costs.
 - Low maintenance costs compared to a traditional business.

The Company – Make Your Time Count

- Your real sacrifice or contribution therefore is not financial, it's your time.
 - Your “sweat equity” is what you are required to put into your business to make it grow.
 - Your time is your most precious resource. It's the one thing you can't get back.
 - You sacrifice time with friends and family to build your business. You should want to be sure that 5 years down the road, the company is going to be there for you.

The Company - Longevity

- Longevity - In business since 1998.
 - The company has been through 2 economic downturns, and the company has continued to grow.
 - Every year since 1998, company's finances have improved over previous year. The company's commission payouts have also increased year over year.

The Company – Continuity

- During the company's 12 year run of continuously improving financial success, it has been under the stewardship of 3 different CEO's. Both of the previous CEOs left the company in better shape than when they took over.
- The company has done long term continuity planning to ensure it's long term stability.
- This is not a “fly by night” company.

The Company – Continuity

- Our people are cross trained. At least two people know how to do every function in the company. We strive to keep one in the office at all times. One of our VP's is there now! Part of responsible stewardship.
- In many companies, you have to wonder what happens if key individuals “get hit by a bus”.
- IT infrastructure prepared to handle growth.
 - Invested over \$500,000 in software.
 - Over \$250,000 in hardware.
- Have a disaster recovery plan that we are always striving to improve.
 - Adding backup generator, special sprinkler system in our new facility.
 - In ongoing conversations with our vendors about their disaster recovery plans.

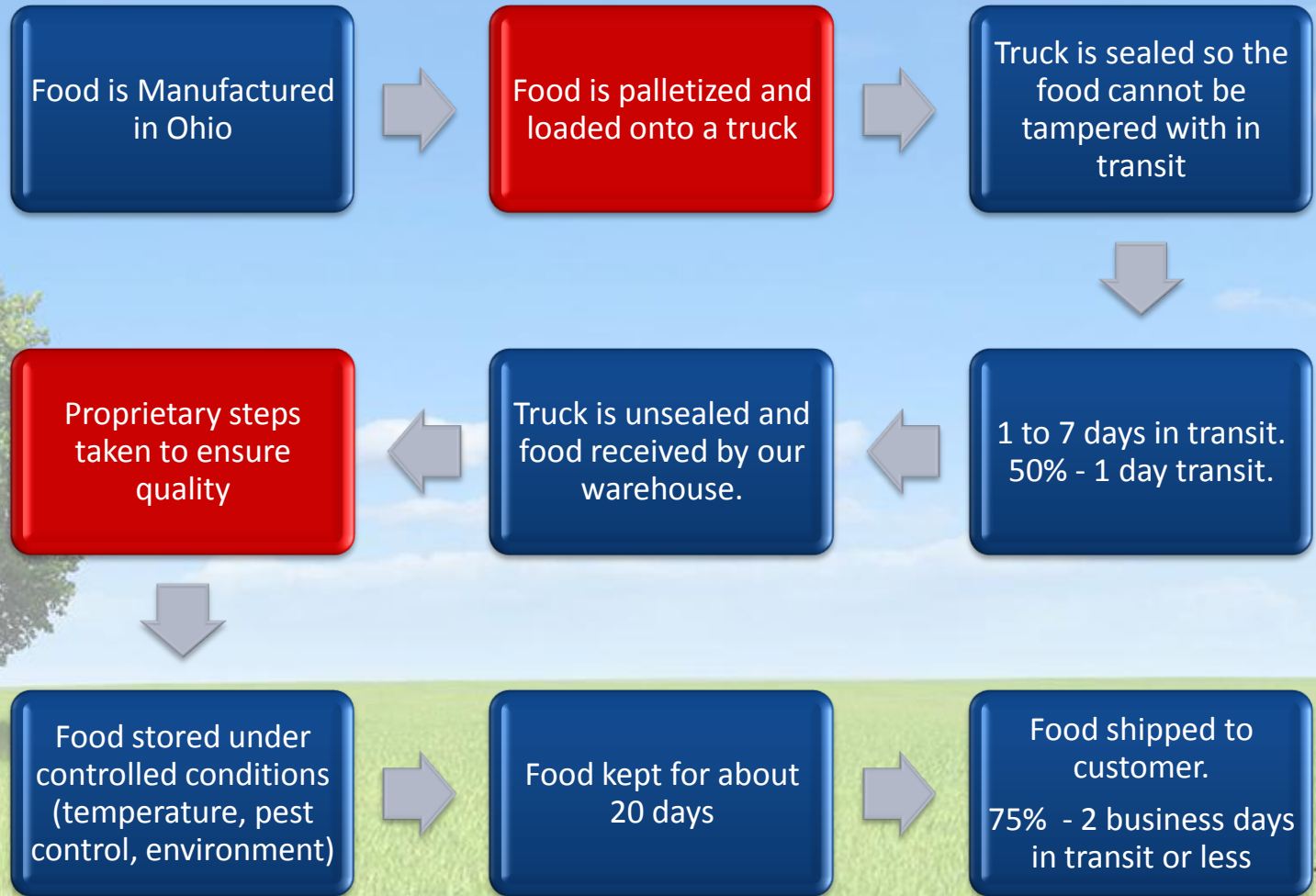
The Company – Proven Opportunity

- Because of the sheer size of the industries, the market for our products is nowhere near saturation. Our business represents a “Ground Floor Opportunity” without the new company risk.
- Many people in Network Marketing are always looking for the next ground floor opportunity.
- Remember, 97% of all new companies fail.
- There’s so much more that can go wrong with a network marketing company.
 - Restricted in their sales techniques.
 - Management failing to grasp true payout of compensation plan.
 - Additional regulatory scrutiny and compliance requirements.
 - The company can be held liable for the actions of the Field.
- The cutting edge should be renamed the bleeding edge.

The Products – Proven Track Record

- The products have stood the test of time.
 - The quality of the products has been established by real world use.
 - The products are far from market saturation.
 - We have tons of testimonials and success stories.
 - Sales held up well in 2 economic downturns.
 - Most of the products are not just highly consumable, but they have proven they DO generate repeat business and create a loyal following.
 - Repeat business from loyal, long term customers is the cornerstone of a solid ongoing income opportunity.

The Products – Superior Distribution System



Why is Ongoing Income So Important?

- PERCEPTION:
 - 64% of wage earners believe they have a *2% or less chance of being disabled for 3 months or more during their working career.*
- FACT:
 - Almost one-third of today's 20 year olds (3 in 10) will become disabled before age 67. About 1 in 7 will pass away before age 67.
 - 69% of U.S. workers in the private sector have no long-term disability insurance.
- Over 51 million Americans - 18% of the population - classify themselves as fully or partially disabled.

Facts courtesy of the Social Security Administration

Disability Example

- A typical female, age 35, 5'4", 125 pounds, non-smoker, who works mostly an office job, with some outdoor physical responsibilities, and who leads a healthy lifestyle has the following risks:
 - A 24% chance of becoming disabled for 3 months or longer during her working career;
 - with a 38% chance that the disability would last 5 years or longer,
 - and with the average disability for someone like her lasting 82 months.
- If this same person used tobacco and weighed 160 pounds, the risk would increase to a 41% chance of becoming disabled for 3 months or longer.

Disability

- In June of 2010, nearly 35% of the disabled workers receiving SSDI benefits were in their 20s, 30s, and 40s.
- The assumption that if a network marketing company goes out of business you can just “Build it again” assumes your continued good health.
- No one is guaranteed good health. It’s a gamble on your financial future.
- This is why ONGOING income is so important.
- If you don’t have solid ongoing income, you are no better off than if you have a regular job.

Field Rep Example

- Joined in July of 2000
- August 2001 (12th full month) commissions of \$2,085
- Lost focus. Stopped working completely in 2003. Commissions of \$3,860.
- Been through several other companies. Some hard times. His LA check kept him in his house. Kept chasing the money.
- January 2011 commissions of almost \$3,400. Total commissions over \$425,000.

Field Rep Example

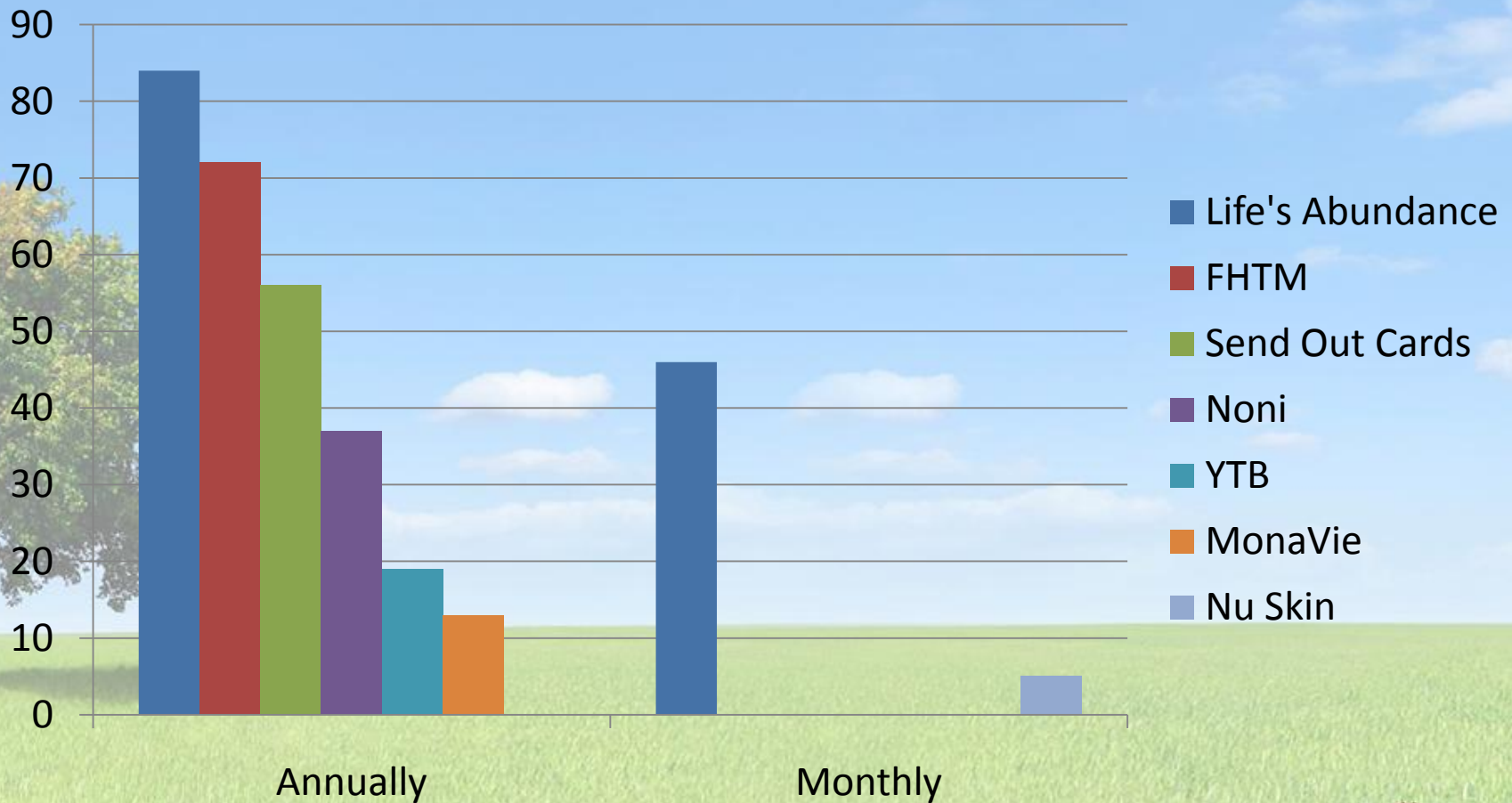
- \$425,000 is not bad for 2 years worth of full time effort and it's STILL GROWING!
- What if he had never quit? He could be making \$200,000 a year now! Wouldn't THAT be a nice starting point for some ongoing income?
- This rep currently does no work, and receives \$3,400 a month. You would need **over \$3,000,000** in the bank, at today's interest rates to generate \$3,400 a month in interest income.

Field Rep Example

In August of 2001, when he was making \$2,085 a month, we did not yet have:

- 2001 Porky Puffs
- 2001 Antioxidant Health Bars
- 2001 Cat Treat Hairball
- 2002 Dental Treats
- 2002 Weight Loss Dog Food
- 2003 Fish Oil
- 2004 Porkhide Bones
- 2004 Wholesome Hearts
- 2005 Dental Chews
- 2005 Bath Fresh Mist
- 2006 Instinctive Choice
- 2007 Tasty Rewards
- 2008 Clay
- 2008 Canned Dog Food
- 2005 New Ecommerce website
- 2009 Blog
- Online Newsletters
- Business Center
- Pet Food Video
- Pet Professional Video
- Selling and Recruiting System
- The list goes on and on

Percentage of Distributors Earning Commissions



Herbalife Example

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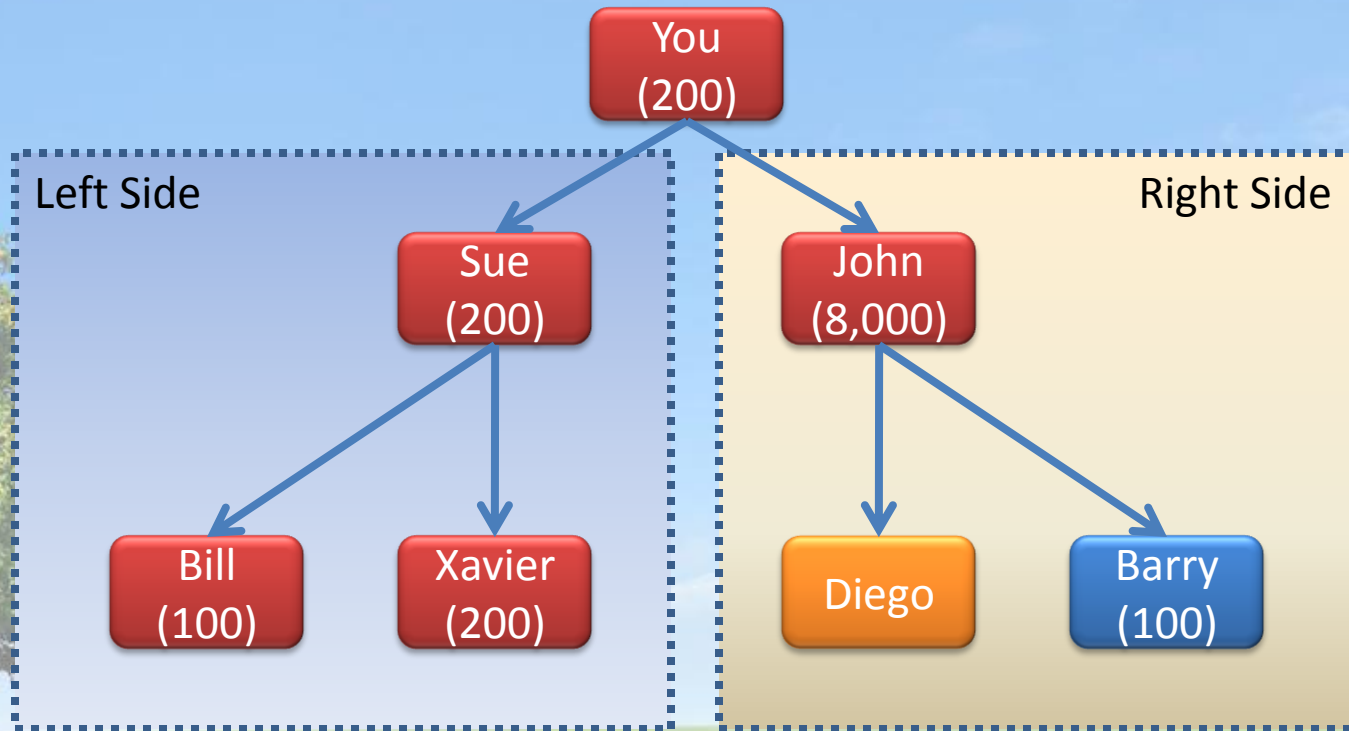
Send Out Cards Example

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The Company – An AG’s Dream

- 87% of our revenue comes from sales to customers, 13% from sales to distributors.
- Many network marketing companies derive 90% of their revenue from distributors.
- They have to then play games and classify a portion of their distributors as “wholesale customers” to avoid trouble with the Attorney Generals, who like to see 70% of the revenue coming from customers.
- So when it comes to boasting about how big their sales force is, they are distributors. When they get in trouble, they are wholesale customers.
- We don’t play those games, because we don’t need to.

Binary Compensation Example



The Compensation Plan

- Compensation Plan. Payout and fairness.
 - Forget the hype. Binary compensation plans are fundamentally unfair.
 - Executive check matches. Everyone makes money but you.
 - Good for heavy hitters switching companies.
- Cookie cutter network marketing companies.
 - Very few actual customers.
 - No real residual income
 - Just like your regular job. Remember the goal? Ongoing Income!

Yeah, **BUT...**

- I sell supplements for another company, and I make \$10 a sale. When I sell pet food, I make \$3 a sale. I can't afford to work for \$3. I'll never make any money. I don't think this business is right for me.
- The typical consumer will buy a supplement for an average of 3 to 4 months. We are fortunate that our fish oil is not your average supplement.
- You will make \$30 to \$40 over the life of your supplement customer.

Lifetime Return On Investment

- You will make \$3 every time your Life's Abundance customer places an order, which is more likely than not to be an autoship order.
- That order will process 9 times for the year, for 3 years or maybe more, with the average ticket increasing from the initial order as we upsell. You earn \$90 on your Life's Abundance customer.
- Your **Lifetime Return on Investment** is superior with Life's Abundance. Our business model stretches out the return over time, as opposed to the instant gratification of getting more money up front, and no revenue stream for much of the 3 years.
- With supplements, you now have to invest more time and money in new customer acquisition.
- Over 70% of Life's Abundance sales are autoship, so your LA customer most likely went on autoship within the first few orders, freeing you up to go get more business.
- **PROVEN TRACK RECORD:** We still get over 3,000 orders a year from customers who started buying from us in 2001. When you consider how small we were in 2001, that's an amazing number. We didn't have the things in place then that we have now to retain customers either.
- We are conditioned to expect compensation immediately for services rendered. Payment over time takes some getting used to.



So What Makes Us Different?

- The company.
- The products.
- The compensation plan.
- Real results, not hype.
- We walk the walk, they talk the talk.

In Conclusion

- Network Marketing is a wonderful business model.
- Provides people with an opportunity to secure their financial futures.
- The key is choosing the right company, the right “vehicle” to get you to your ultimate goal.
- Selecting the right company is very difficult, as there are many companies offering the promise of financial freedom but very few opportunities actually deliver on that promise.
- Life’s Abundance has a proven track record of success, longevity, superior management, fair compensation and exceptional numbers that stand up favorably against the best companies in the industry, and we are just getting started.
- When you present the Life’s Abundance opportunity, you can do so with confidence and pride. We truly have the opportunity most people are looking for but never find.

