

Why do we believe that Life Force is about to experience momentum growth? Why do we think that in the next 5 years, Life Force is going to begin to become a household name in our industry?

Because the man who just joined Life Force, Mr David Colister, has one of the most successful resumes in the history of network marketing. Literally, every time he has touched a company as a consultant, that company has gone on to experience momentum growth. Momentum growth in the short term is typically defined as at least 10% per month. That equates to 285% per year (because it is compound growth).

So if a consultant can join an organization and create 285% annual growth in a single year, then he has put that company into momentum (by almost tripling it). Long term momentum growth is defined as at least 30% per year for an extended period (beyond 5 years). No company can continue growing at 285% per year. In other words, if a consultant can create 30% annual growth for 5 years or more, that would also be consistent with the absolute top performance in the business world.

Consider that the greatest investor of all time, Warren Buffet, has averaged about 20% compound growth since the 1960's, and you can understand how difficult it is to oversee growth of anything over 20%. Please review this resume and you will see why we are so excited about the prospects here at Life Force with David on board.

Here's the resume:

David Colister started as a distributor in network marketing in 1982 with the Amway Corporation and had some good early success. He left Amway one year later and went to A.L. Williams. There he built a small organization but got some great mentoring which would serve him very well later in his career. He left A.L Williams and went to Mannatech in 1994. His largest success as a business builder would come in Mannatech. This is typical of the most successful networkers. If they are fortunate enough to have good mentors, they take a few years to get some coaching and figure out the business, then they go on to have their biggest successes.

David built an organization in Mannatech of over 150,000 people in just a few years of work. He discovered that despite his success in the field, he had a strong interest and a lot of natural talent for the corporate side of the business, especially marketing. From the beginning of his involvement with Mannatech, he helped the company design the marketing position – for example, how to sell a business plan instead of a just a product. He basically created the marketing strategy used by the distributors to grow the company.

As a result of his aptitude and quick success, he was eventually invited by Mannatech to come inside and run the marketing department.

Mannatech was doing \$1million per year in sales in 1994. When David left, in 2002, the company was doing \$141 million in annual sales. That's 9 years of an amazing annual compound growth rate of 73%!

Now leading the marketing department does not mean that David Colister gets full credit for those jaw-dropping results. But no one would deny that marketing and positioning are key factors in the success of any network marketing company.

After leaving Mannatech in 2004, David took a few years hiatus from the industry, but eventually was persuaded back by YTB travel in 2006 to work as a consultant to the company. YTB stands for "Your Travel Business". At that time, the company had 41,000 active reps selling travel services. He left one year later and the company had grown to over 158,000 reps. From a rep standpoint (sales are not available for this private company), that growth rate is almost exactly 10% per month or 285% annually. It qualifies as another huge success in putting a company into short-term momentum growth.

David left YTB over irreconcilable differences with the management team and joined Visalus as an independent consultant in the fall of 2008. In one year, by the fall of 2009, sales had grown by 1000%. In 2011, Visalus was named the #1 turnaround story in the network marketing industry and was featured on the August cover of DSA (Direct Sellers Association) magazine. Because Visalus is also a private company, we will not discuss actual sales numbers, just percentage gain. Obviously, a 1000% growth rate exceeds the number required for short-term momentum growth by greater than a factor of 3!

Can you see the pattern here? Not only has David built enormous downlines, but he has also shown incredible skill as a corporate consultant inside the network marketing industry. I have been in this industry full time since 1996 and off and on since 1984. I have built large downlines and consulted with companies, just like David. However, David's resume is one of the best I have ever seen. In fact, I do not know of another consultant in this industry that has the same unique combination of success on the field side combined with success in turning companies around at the corporate side. I would estimate that there are less than 10 people in the world with a comparable resume for network marketing.

So now David has joined Life Force. He was going to take on multiple clients, but after seeing the quality of people here and the growth potential of this company, he decided

not only NOT to take on any more clients, but to make Life Force his last company. He believes this will be his biggest story yet and he seems to be bound and determined to make that happen. This is good news for anybody that's currently a part of this company and even better for people just getting started. The reason I say that is the new people don't have anything to unlearn! They can start with the best information and with David as their virtual mentor right from the start.

Here are a couple of analogies from my perspective that relate to where I see Life Force right now:

1. Chicago Bulls in 1984, drafted Michael Jordan. In the 1985 season, the Bulls made their first appearance in the playoffs since 1981. In 1987, Phil Jackson joined the team as head coach. In 1990, the Bulls won the first of 6 championships over the next 8 years and become not only a dynasty in the NBA, but one of the greatest teams in the history of sports. Michael Jordan had the highest name recognition of any athlete (and probably any person) in the world.

David Colister is a Michael Jordan profile in the network marketing industry. He is setting roots with Life Force and intends to make this company a household name.

2. When a public company is in trouble, the board of directors often uses the announcement of the hiring of a new CEO to relaunch their company, turn the stock around, and build expectations for a bigger future. Stock prices rebound before the CEO even shows up for the first day of work. Why? Because markets thrive on the expectation of future growth.

Business people join businesses because they believe those businesses have growth potential in the future. Right? But how do they determine this? First, by looking at the product offer and the marketing side, meaning answering the question: is there a market for this product, at this price, at this time? If that's a yes, then they take the next step. And this step is the most important. They look at the track record of the management team who will in charge of executing the strategy. Do these key players have a track record of creating growth in the past? That becomes the #1 question in the minds of investors. What's the best way to know what somebody is going to do in the future? Look at what they've done in the past!

Life Force has just hired a man with exactly the right kind of track record. When he gets involved, companies grow big and fast!

This is why I believe Life Force will grow like crazy over the next 5 years! My analysis is based on an objective evaluation of both the marketing side, and the management team with David Colister on board. I know there is a market for products like Body Balance and Vitali-C. People want long term health support and short-term immune system support. And they want those things even more when the products taste good. These two products have outrageously good taste (especially when mixed together) and they are priced fairly for the market. The market analysis here is a no-brainer. Plus, we already have a 27 year track record with this product line. We have had thousands of doctor endorsements. We have had tens of thousands of life-changing stories from customers who have seen amazing results that they attribute to Body Balance and the other products. For those of us that have been a part of this company for any length of time, we KNOW these products work. That's a given.

But knowing that we are in tough economic times right now, we know the price objection will still come up for customers, regardless of the proof of results, or the long product history. So David has created a way for customers to get their products for free. This was the first example of his genius. The program is called GotMy3. This is where the customer simply provides referrals and once 3 customers make a purchase, their product is free, potentially for life. So this overcomes the #1 objection for a customer, which is the price. And now the customer has an incentive to offer you the member with names for you to contact.

So the program also, simultaneously, overcomes the #1 problem for members, which is who do I talk to? Once a member exhausts their personal center of influence and runs out of names, the customers in GotMy3 will now become an unlimited source of referrals and prospects for the member. And it never ends! Because as each new customer comes on board, you offer them the same offer! That means they are incentivized to also give new referrals in order to get their products for free. This means you will have more names than you can possibly contact. So this program solves two of the biggest problems in our business right off the bat: pricing and prospects.

The next rollout David brought to Life Force is the Dream Pack. This is the program for business builders. It is based on a simple business plan for entrepreneurs where we offer people a business plan to make money instead of just offering a product. The pack is \$495 and contains enough samples to give over 50 people 3-day samples of Body Balance and Vitali-C. The sampling program is designed to attract entrepreneurs and get the business going quickly in the first 30 days. The payout of this Dream Pack is designed to encourage training and business development throughout the

organization, another key component for high speed growth. In order to get paid the maximum amount, new members need to get trained. This not only supports the training systems (by tying income to training) but it encourages meeting together. Meetings will spring up all over the company. A strong meeting culture is always a benefit to retention and long term strength in a network. Home business owners benefit from consistent contact with their fellow owners. And more training leads to more and more effectiveness in the field.

There is a lot more coming from Mr Colister. Suffice it to say, I believe we are in for the most remarkable period of growth in the 27 year history of Life Force. Buckle your seat belts!