

## ***The Unfair Business Advantage***

### ***Recognizing it can create lasting wealth***

#### **Why do I need an opportunity?**

"Security is mostly a superstition. It does not exist in nature, nor do the children of men as a whole experience it. Avoiding danger is no safer in the long run than outright exposure. Life is either a daring adventure, or nothing." -

**Helen Keller**

The simple fact is this: Job security can never be a reality because it assumes that security is something that can be created on the outside; that it's something external.

Real security is something that comes from the inside. Real security comes from your own efforts. Real security comes from your own resourcefulness. Real security comes from your own industry and taking control of your life. It's about taking responsibility for yourself.

In the last few years we have gone through dramatic changes in our global economy. Millions of people have been laid off, had their pay reduced significantly or even lost their jobs completely due to a number of circumstances that are completely out of our control.

It was not that long ago that thousands of government employees have felt the pain of pay reduction due to forced spending cuts caused by the sequester. Thousands of jobs have been lost to advances in technology and globalization. And for some jobs have been lost simply because the economy was unable to support the number of workers.

Unemployment still remains high, but the numbers have been dropping lately however, high paying jobs are scarce and for some of you this may be the first time you are being exposed to the possibility or considering a home based business opportunity.

Are you aware that the one segment of our economy that is booming is the home based business industry? Are you aware that home based business owners are entitled to over 150 possible tax deductions while the average w2 wage earner benefits from 5 or less. According to Sandy Botkin's book, Lower Your Taxes Big Time, he estimates that the average two income family could legally reduce their tax liability by 3 to 5 hundred dollars per month simply by starting their own home business and engaging in consistent business effort. Plus with the new tax changes for 2018, that number it is only going to get better!

***The three critical issues driving this business boom are:***

Problems - Trends - Solutions

Whether you are facing reduced income, skyrocketing expenses, health issues or a myriad of equally challenging problems, most Americans are struggling. One thing you may not be aware of is that in the United States we spend more than any other country in the world on health care while ranking 37th in level of health. If we were paying the extra money and getting huge benefit it would make sense, You can no longer ignore these facts, or worse yet, think that you have no control over the course of your health and financial dignity.

You have the responsibility to learn all you can about good health and solid financial strategies, then take responsibility for yourself and share those solutions with others.

No one on the planet can escape the trends affecting our global economy. Even if you are thinking at this moment that you are ok and maybe it won't affect you, the fact that you have a neighbor or a relative struggling means you are affected. Our economy can be crippled overnight with even rumors of bad debt half way around the world.

### ***How do I benefit?***

The question that you are most likely asking yourself right now is, "***What's in it for me?***" That question drives most every decision you make. From the moment you wake up in the morning to your head hitting the pillow at night. "What's in it for me" is the subconscious mantra playing quietly in the back of your head helping you choose how to spend your free time, what people to hang around with, and what risks to take.

What's in it for me is not always about what we will get, it is often about how we will feel. We are often inspired to do things for the feelings of accomplishment, contribution, excitement, etc. Our subconscious mind helps us make appropriate decisions based on our experience, motivation, and our prediction of the rewards and risks associated with our actions.

***So let's take a look at "What's really in it for you?"***

## ***Time Freedom:***

This might be the most overlooked oxymoron in the history of the world. The majority of people believe that they have free time, they look forward to it, longingly daydreaming about their upcoming weekend plans as they stare into their work computer screen.

We have been lead to believe that free time is what we want, it's what we work so hard for and we deserve it. That is a lie. What we truly desire is **TIME FREEDOM!**

The difference here is not subtle and should not be confused, when you take charge of your life and start your own business you may look at it as giving up some of your free time but the reward for such sacrifice will be the benefit of **TRUE TIME FREEDOM**, time that is yours to do what you want with. Don't settle for the illusion of free time when time freedom is your true desire.

## **Risk:**

***Life is inherently risky. There is only one big risk you should avoid at all costs, and that is the risk of doing nothing. - Denis Waitley***

There is a certain amount of inherited risk involved when you become an entrepreneur. We are confronted with losing money, wasting time, not being in profit right away, etc. In a traditional brick and mortar business, the startup cost associated with opening that business is what holds many people back from becoming the creators of their own destiny. People do not like risk and try to avoid it by all means.

We'd like a "guaranteed bet" and stay within "our safe zone". In business, you don't eliminate risks you learn to minimize them. The advantage of starting your own home based business is the small risk it takes to get started and the fact you can start part-time right out of the comfort of your own home! The amount of financial commitment is insignificant compared to that of traditional business.

### **Accomplishment:**

***"If we all did the things we are capable of, we would astound ourselves." – Thomas A. Edison***

Don't you find it curious that as adults we observe the children around us and often times say, "If I could go back in time I would go to when I was a child." Why is that? We observe them in awe as they discover new things, learn new words and develop daily through small steps with great effort and faith. We don't envy them for their lack of responsibility or their naiveté, we envy them because of their pride in daily accomplishments. We need to learn this valuable lesson and take pride in daily accomplishment.

Network marketing is sometimes referred to as a personal development course attached to a compensation plan and in some ways that's not too far off. Successful networkers that get involved with a company attack it, as those children we envy, with daily accomplishment through great effort and faith.

### **Contribution:**

***"We are not here merely to make a living. We are here to enrich the world." – Woodrow Wilson***

We contribute to things all the time and we do so because of a human desire to be relevant and help others. Our contribution isn't always public, in most cases it is private and comes from our heart.

We contribute to our church organizations and support those in need, we contribute to our children's college funds, we fund our retirement and some people even contribute to political campaigns or causes of people that they support. We do so out of that same human desire to matter, to be bigger than ourselves.

Now imagine having the knowledge of one of the greatest health discovery of our lifetime and sharing that knowledge and this opportunity with those that are struggling with health or financial challenges. Imagine the contribution you could make in the lives of those you care about.

***Excitement:***

***"Don't you long for something different to happen, something so exciting and new it carries you along with it like a great tide, something that lets your life blaze and burn so the whole world can see it?" – Juliet Marillier, Son of the Shadows***

Far too many people have traded in their inalienable right guaranteed to all known as the "**pursuit of happiness**" for the mentality of entitlement and protection of our comfort zone. Nobody is guaranteed the right of happiness, merely the pursuit of happiness. I can assure you that if you are not actively engaged in that pursuit you will look back at your life and regret having not made those small efforts to find true happiness.

***Happiness does not reside inside your comfort zone so let's go find it!***

## **Opportunity**

Opportunities are defined as: "A good chance for advancement or progress." Opportunities exist all around us and the people who recognize and act, when opportunities emerge, are often considered lucky. Opportunities are not born from luck or coincidence, they are born from problems where people are seeking solutions, which when solved create massive opportunity.

### **The Opportunity - The Unfair Business Advantage**

Wouldn't it be great to find a company with leadership with integrity and . . .

- a company that helps you find customers through the power of media?
- a company that offers a cutting edge wellness tool you can share with others for free that will analyze potential health risks to help them improve their overall wellness through our science-based, prediction technology engine.
- a company dedicated to offering monthly support for your customers' "purchasing power" with online shopping and product catalogs?
- a company that offers generous loyalty programs to help drive customer purchasing activity and value?

- a company with a wellness-focused medical center for those customers who truly want to overcome health issues through optimizing their wellness?

## **Welcome to a new world of Wealth and Wellness**

### **Welcome to TriVita!**

TriVita was founded by Michael Ellison, who wanted to start a company that would provide people with the opportunity to create health and wealth. He started TriVita with a mission . . . ***to inspire people to experience wellness and to create wealth for their life purposes.***

### **Our community of TriVita wellness seekers are driven by three core values:**

- We embrace and promote wellness for purpose.
- We believe and seek wealth abundance.
- We dare to dream . . . Big Dreams!

You can't enjoy your wealth if you don't have good health and if you have your health, but not the wealth, it is not as easy to do the things you want to do. Equally important, as an entrepreneur, you need to dream big dreams.

Michelangelo once said, "The greater danger for most of us lies not in setting our aim too high and falling short; but in setting our aim too low, and achieving our mark." You need to dream big dreams, but it's also having the right vehicle to achieve those dreams.



## **Discover The TriVita Difference:**

By combining the reach of media with the power and cutting edge wellness tools, today, your dream business has become a reality through TriVita.

We want you to have the kind of prosperity that will enable you to pursue your life purposes and reach a greater level of financial freedom. The ITBO (Independent TriVita Business Owner) opportunity is a way of generating a stream of income while simultaneously bringing wellness to the world.

With our Compensation model, dynamic business tools, training suite, and personal corporate websites, we've made it that much easier for you to do both.

### ***The Problem with Most Direct Sales Companies- Is Getting Customers and Keeping Those Customers!***

To be successful in any business, you need customers. The problem many people run into when starting a business is getting customers. At first, you reach out to your family and friends, and then what? Then you need to advertise, whether spending time using social networking or spending money on paid advertising. For most entrepreneurs, acquiring and servicing customers is very difficult and challenging. In fact, most businesses fail because they can't find and keep enough customers.

**TriVita has solved this problem with its powerful Cooperative Media Programs** in which they acquire Media Contacts and Customers from TV, Radio, Print and Online Advertising.

In fact, since 1999 TriVita has acquired over 1 Million Customers in this way and continues to add new customers on a regular basis.

Imagine having a real business with more customers being added on a regular basis. And when you refer others that might want to have their own business, ***you can get paid generous rewards and commissions!***

### **Cutting Edge Trends**

You can acquire customers through the infomercials and there are also other cutting edge business tools to help you with customer acquisition, but what if what you're offering isn't the right solution for them? Then you won't have repeat customers because they won't have a positive product experience. TriVita is part of two cutting edge wellness trends that is a ***game changer*** for you and your customers.

TriVita's Vitality Planner is an online assessment backed by leading medical experts that helps your customers improve their everyday quality of vitality and wellness. Once they take the assessment, they also receive a 30-day information packed video email series that provides value and recommendations for our products. This unique platform is available only through TriVita which helps to increase re-order rates and the value of each customer!

## **Customer Retention**

The lifeblood of ANY business is not just getting customers but retaining them, and no one does it better than TriVita.

TriVita also increases the value of your customers, whether from the Co-op, your personal referrals, or our other customer acquisition systems with their back-end marketing. They send hundreds of thousands of 4-color product catalogs to customers every month to keep your customers interested and active.

There are also multiple follow-up customer campaigns from reaching out to our customers via phone and email as well as on social networking. After your customer takes the Vitality Planner, there is additional marketing that is done including a 30 video email series that contains motivational and educational emails from Dr. Robert Sheeler, board certified medical doctor. A veteran of the Mayo Clinic and board certified in Holistic-Integrative Medicine, Integrative Medicine and Urgent Care, Dr. Sheeler hosts a series of cutting-edge health tips videos geared to bring the latest trends, tips and self-monitoring information and also recommends our products.

Dr. Robert Sheeler is a Family Physician who spent a substantial part of his career at Mayo Clinic in Rochester, MN. He is a Board Certified in Urgent Care, Holistic-Integrative Medicine and Integrative Medicine and certified in Functional Medicine through the Institute for Functional Medicine.

**All of this increases your retention and reorder rates, all at no cost to you.**

Basically what this means to you is: You no longer have to chase family and friends around to get them to join your business, or purchase your product(s) at TriVita we have that covered.

### **Wealth-building Pillars of TriVita's Compensation Plan**

TriVita's primary wealth-building pillars:

- Acquiring contacts and customers through your personal referral efforts and interaction as well as using our lead generation systems.
- Acquiring media contacts and potential customers through our Cooperative Advertising Program
- Acquiring customers and Independent TriVita Business Owners (ITBOs) by sharing the Vitality Planner
- Recruiting Independent TriVita Business Owners (ITBOs) to do the same as above.

These primary pillars create a balanced and synergistic approach to building a thriving and sustainable TriVita wellness business. And when it comes to successful living, what better foundation to build on than personal wellness, wealth and purpose!

Now you can create synergy and multiple streams of income with TriVita's Compensation Plan and Business Model by leveraging a simple but profound wealth-building strategy.

**Nothing can stop the power of a company whose time has come, and for YOU... and TriVita, that time is now!**

Experience Personal Wellness, Wealth and Purpose...  
***Starting Today!***

Why have thousands of people just like you joined TriVita as an ITBO? Because success is as simple as sharing TriVita products! You don't need existing TriVita experience or super sales skills. With TriVita's premier quality wellness products, your personal corporate websites, the Vitality Planner, Premier Membership, and our unique Cooperative Marketing Program (Co-Op), earning extra income can be as easy as recommending to others the products that worked so well for you or people you know.

You don't need special technical skills or marketing experience to get started with TriVita! In fact, getting started has never been easier! TriVita has designed personal corporate websites on wellness, the business and the Vitality Planner to help you start to build your business, and you can leverage the power of television with ***TriVita's Cooperative Marketing***. You will receive compensation for all purchases made through your personal corporate websites, as well as from referrals and media as outlined in TriVita's Compensation Plan and Policies and Procedures.

All you need to do is sign up as an ITBO and review and accept TriVita's Policies and Procedures. Enrollment is **FREE!**

Hello, my name is Bobby Brown and I have been A ITBO with TriVita for 14 years now. In business Timing Is Every-Thing!

TriVita is an established health & wellness company that is on the fore- front of the personalized wellness care revolution and we have a very unique opportunity to build a business with the help of the media, that is TV, Radio, Print and Social Media. As an Independent TriVita Business Owner you will be in position to take full advantage of this and build a very profitable business while helping others live a greater quality of life.

Feel Free To Contact Me For Any Questions Or Concerns That You May Have About Starting Your Own TriVita Home Based Business.

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**THANK YOU!**

Bobby Brown

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