

For Evaluation Purposes:

The future may be more predictable than most people would suspect.

Due Diligence

Wikipedia: A term involving an investigation of a business or person prior to signing a contract or an act with a certain standard of care. The term commonly applies to voluntary investigations.

You are considering a number of questions: What are the risks? And the potential benefits? Can I do it? Will I enjoy it? What will I lose if I let this chance get away? Are there other factors to consider—such as timing, the economy?

History

The post-World War II Baby Boom profoundly impacted the whole world. Americans began buying baby products at an unprecedented rate. Pampers and Gerbers shot to stardom. Fast foods and other franchise ideas took off. Rock 'n Roll music came into being. These examples were just the tip of a huge iceberg.

Bill Gates and Steve Jobs were both born in 1955. Thousands of entrepreneurial people came out of the post-World War II Boom. Market forces begin pulling more and more things in alignment with their interests.

A country with a young and educated population stands to benefit for 40 years.

The 1980-2005 Baby Boom

It will surprise most readers that they haven't heard of this. The media have under-reported this. If you use Google, start with the term Echo Boom. The elder members of this new Boom are turning 30 in 2010. 60 million Americans are between high school and 30. 40 million are 5 to 15.

These 100 million new Americans will impact our future in ways that will parallel what we saw in the fifties, sixties and beyond. Some examples: We are seeing an explosive demand for 3G and 4G cell phones. Each year 4 million first car buyers enter the market. A few years later they become second car buyers. Are you surprised that Ford and GM are rebounding? You shouldn't be. Similar effects will be felt in many segments of the economy. There will be a lag in real estate because the recession has created a glut of foreclosures; but there will be a rebound. When it finally hits, you don't want to miss it.

**We can't erase the recession.
It happened. It hurt a lot of people.
Now, however, we have a chance to benefit from the rebound.**

Are you wary of Networking?

Many people close their ears when they hear mention of network marketing. People were wary of Elvis, too. Now we love him! The key with networking is to choose the right company. Look for products that make sense and a company that is poised to grow. This can be one of the most important choices of your life.

Three good watchwords would be timing, timing, timing. Network marketing has been difficult for a few years. Now, however, people are looking to the future. A rebound is coming and a couple of years later we will face inflation. ***Your income will have to grow by 10% just to stay even or move slightly ahead. Will you be able to keep up? The table at right shows where inflation will take us.***

Good timing is partly a function of the economy. Fine on that count. Good timing is also based on ownership. Our principle owner and his partners have been fixing and starting companies for 25 years. They have money, experience and ambition. ***"Our goal," says Joe Urso, "is to build the best network marketing opportunity in the world and to insure that every product we make is Best in Class."*** The new Baby Boom overlays everything else. For 30 years will we have a constantly expanding pool of consumers and business candidates. For many, this is our last big chance.

A Company with a Future

Attorney and "company recovery specialist" Joe Urso bought the assets of EcoQuest International in the spring of 2009. A decade ago he bought the Electrolux vacuum cleaner company when that venerable company had lost its momentum. The new company—Aerus-Electrolux—is now profitable and growing.

Speaking to the veterans from the pre-Vollara company he said, ***"For 20 years I have dreamed of buying a network company and building it into something powerful and special. This is our time."*** Urso is personable, competent and competitive. ***"The only way for us to succeed is for you to succeed. Come with us and grow as we grow. You have to work, but we'll create an environment that will protect your future. We're going to have a fantastic run."***

Income needed to equal \$100K as inflation runs at 10% for 10 years.

2014	\$ 100,000
2015	110,000
2016	121,000
2017	133,000
2018	146,000
2019	161,000
2020	177,000
2021	195,000
2022	214,000
2023	236,000
2024	259,000

Should an inflationary run begin by 2014, will you be ready? Will your friends be ready?

Ten years into heavy inflation (like we had from 1974 to 1984) your income will have to be 150% higher than it was just a decade earlier. That's to stay even. History does repeat. Make a smart move NOW.

From the Web: From 1970 to 2005, \$100 became \$517.65.
The biggest 10-year span of inflation was 1974 to 1984.



Fast Start Essentials-PLUS Pack	
super price: <u>\$ 1,997.00</u>	
LaundryPure	retail - \$ 799.99
LivingWater	retail - \$ 1,999.99
FreshAir Surround	retail - \$ 749.99
2 Re:Plenish	retail - \$ 80.00
Re:Fuel	retail - \$ 59.99
Re:Sist	retail - \$ 39.99
Retail value: \$3,729.95	

This package is available to all Vollara distributors. The price is 20% below the wholesale cost of these items individually. When a **Fast Start Essentials-PLUS Pack** is ordered with a credit card at a distributor's time of enrollment he gets a **\$130 additional benefit**: The nutrition items are duplicated 28 days later and count as his first Autoshipment.

Re:Sist - a natural immune system booster product developed by a PhD neurobiologist from the Karolinska Institute in Sweden. Dr. Martin Schalling sits on our Scientific Advisory Board. His areas of specialty include weight management, mental health, the nervous system and immune support. The algae-sourced molecule used in **Re:Sist** has been shown to be 1,000 more effective at stimulating immune response than Echinacea.

Re:Fuel - our food-based multivitamin, multimineral, multi-enzyme, multi-probiotic. The sports version of **Re:Fuel** has an NSF Certified-for-Sport rating and is the only nutritional multi product approved for use in major league baseball clubhouses. This all-around natural product is used with meals to boost nutrient absorption and support all aspects of general health.

Re:Plenish - a delicious antioxidant drink created from muscadine grapes and 2 other grape varieties... plus pomace from seeds and skins. Besides containing MANY natural phytochemicals, **Re:Plenish** has as much antioxidant impact as 5 servings of fresh fruits and vegetables.

FreshAir Surround - a person who has lived and slept in a home (or motel) with this technology would NEVER go back. It works 24-hours a day, quietly, to clean the air of smells, dust and pollutants and to neutralize up to 99% of surface contaminants on door knobs, countertops and other hard surfaces. This is a profitable item to sell—\$325 profit per unit—for people who like selling.

LivingWater - Vollara uses the latest patented technology to produce ionized, alkaline, microclustered water at only \$2,000 retail to customers. The health implications of drinking delicious ionized alkaline water make this one of the hottest consumer products in America and a perfect fit for a company that already sells fresh air and good nutrition. **LivingWater** is easy to talk about and fun to sell.

LaundryPure - this product processes the cold water that enters your washing machine and allows you to achieve bacteria-free results with zero detergent and ONLY COLD WATER. **LaundryPure** is the ultimate environment-friendly product. Depending on usage, it pays for itself within a couple of years from detergent, softener and hot water savings. Clothes and towels are softer and do not have allergy-causing residue.

40 Years of History

Is it possible to look into a time that hasn't happened yet? This story about another company illustrates Vollara's possibilities.

In 1970 (the decade of great US inflation) I was a Navy pilot who had submitted my resignation papers. Many of my friends were becoming airline pilots. My wife opposed that option.

Out of the blue, I was asked to look at something. My first concern was about selling. I didn't want anything to do with selling, but I discovered it was about recruiting and leadership. That, I could consider.

I had never heard of MLM. My discharge date was 6 months away, and my funds were very limited. Could I build from scratch and make a living within 6 months?

I spent \$1,500 on products (more than a month's income) and began calling my friends. I've had many new recruits say, "Bob, I want to do this but not if I have talk to my friends." It was good enough for me; wouldn't it also be good for my friends? I actually felt obliged to tell my friends first.

A lot of my energy went into prospecting and recruiting for 2 years. I felt like a little kid who was searching for Easter eggs. I looked under every bush and behind each piece of furniture. In less than 2 years I found the people who are profiled here.

Prospecting is explained at:
[www.chippynews.com/
Spiral_Notebook_Plan.htm](http://www.chippynews.com/Spiral_Notebook_Plan.htm)

As it turned out, the company I signed up with wasn't the right choice for me. I learned a lot; but 8 months later I left company A and went with B. That's when I found the success that is the subject of this 40-year historical retrospective.

These important people joined me in 1970 and 71: Jim & Margie

LaRue, Jyeton Whitworth, Bob Ewen, Freddie Baker, Kitty Reihel.

- 39/40 years later they are still in place. They've used products from company B for 40 years.

- As leaders, they've brought more than a hundred million dollars of business to B. No joke!

- They produce millions in NEW business each year.

- They've enjoyed their careers. In addition to good incomes, they have won cars and exotic trips.

In 2 of these cases I was not the personal sponsor, but in each case I did the first presentation they heard.

I "imprinted" them with big thinking. Even if a prospect is not looking for a career, I always cover the Big Picture story.

Consider these backgrounds:

- Jim was a Navy pilot. He and Margie had 2 young kids, they were socially popular, clean cut, well educated, a model family. In addition to their career with B, Jim completed a 20-year banking career (he is now retired). Jim joined company A; he followed me to B; but he did not follow the path that took me to Vollara.

- Bob (single) had 12 years in the Navy—jet electronics. I was worried when he decided to get out of the Navy and do B full time. But 40 years later he is still making it. He owns properties and has had a good life.

- Jyeton had only a sixth grade education and had never worked. Abe (now deceased) was a cement finisher with cracked and leathery hands. They did not appear to be great prospects, but they turned out to be fantastic leaders. At 92, Jyeton still earns a good living.

- Freddie & Herb (now deceased) were leaders in their community. Herb was a businessman, a lay leader with his faith, and a strong salesman. They got off to a fast and exciting start.

- Kitty & Ron (now deceased) had a USAF flying background. Ron and I had been classmates at the Naval Academy. He was an airline pilot. Very capable at anything he ever tried to do. Kitty does very little with the business these days but she still enjoys an income and some benefits.

There was a time in 1971 when I wondered if any of these groups would make it. That's the nature of networking. All "young" groups are small and uncertain. I recall saying to myself that even if all my people quit, I would still hang in there and find others.

But well-founded networks have more potential and staying power than most people would imagine. I'm friends with these people in a distant way. I have no financial tie, nor have I done anything to motivate or support them for 23 years. No meetings, no emails, no newsletters.

This suggests that well-built legs developed in 2010/2011 have a very real chance of growing and producing forever. Unlike the A or B programs, Vollara has a binary bonus that pays 5% to infinity.

As long as your legs stay alive and you stay Active (as a product user), you can collect almost unlimited benefits (as high as your rank allows) perpetually.

Advice:

Commit for the long term. Find the best people you can. Work in depth. Make sure your legs are strong.

Advice:

Help each leg expand geographically.

Advice:

Join for the LONG TERM, not for what you think you might be able to earn in the first six months.

Advice:

Recruit for the LONG TERM. Imprint your people with a vision of what Vollara can do for their lives.

Advice:

Re-read this story and envision YOUR FUTURE!