

# The Five Promises

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This story is about a small company that is moving strongly and inexorably forward. Exciting financial and health opportunities are available for the joining. Our goal is to become the finest and largest network marketing company in the world.

To achieve that, we must grow 40 times larger than we are today. Expansion of that magnitude will produce hundreds and hundreds of top and mid-level network marketing leaders.

Do you want to add your skills to our effort and benefit from the path we are following? Or are you a Doubting Thomas? Read on, my friend. Let's see if this is for you.

Hi, my name is Bob Giddens. The Vollara story isn't about me. If I were to die tomorrow the company would do just fine. But the Five Promises story is about my approach to network marketing. It's something I've worked on for more than forty years and it can directly benefit you. It is offered for free and you don't have to be in my group to use it.

Why would someone offer free support to all groups?

With Alpine Industries in the nineties (a lead-in company to Vollara), I earned \$900,000 in my third year. A much bigger run of growth is now possible. The Million Friends System was created to help my old Alpiners catch this wave. My system doesn't do your work; it offers support and a proven approach.

Let's cut right to the chase. Would your family be better off if you had a part-time income of \$4,000 to \$8,000 per month? Forget for a moment that you hate network marketing (if that is the case). Forget for a moment if you don't like to impose on other people. **Would a reliable \$8,000 per month (yes, it can be done part time) and a car interest you?**

Users of the Million Friends System look for people who want better health or more money. Like a TV ad, we put forth our proposition: **"Hey, look at this. If you like what you see we'll tell you the whole story."** We can cover the whole story pretty well in 20 to 60 minutes. It could be life-changing.

Here's the proposition:

**"Once you make a decision, the universe conspires to make it happen."** — Ralph Waldo Emerson

**"Events are already conspiring to bring Vollara to its envisioned place. We hereby invite YOU to be a part of this inevitability."** — Bob "Vollara" Giddens

There will be no free rides...

1. But hundreds of people will build impressively large incomes.
2. Thousands will reach the \$1,000 GMI (Guaranteed Minimum Income) level or higher.
3. In time, hundreds of thousands will use and love our products.

**I Personally Offer Five Promises**

### **#1—Timing**

1. The US economy has nowhere to go but up for at least 25 years.
2. Baby Boom II adds 100 million young workers/consumers/taxpayers that will create decades of momentum.
3. Vollara is small—lots of room for growth; plus we have experienced, competitive ownership.

**No Program Has Better Timing**

### **#2—Products**

I haven't tried every product in the world, but I promise that Vollara products are truly exceptional.

Our theme of uncompromising health is upheld through safe, clean, fresh air; the purest alkaline, ionized water; whole food, enzyme-based nutrition; and an environment-friendly way to wash clothes without detergent.

### **#3—GMI**

Guaranteed Minimum Income...a compensation option that no other work-from-home opportunity has.

In terms of security, it's almost like having a job. Does \$2,000 a month and a car sound attractive? How about \$4,000 or \$8,000 and a car?

We'll show you how and support you. You do the work.

## **#4—Support and Strategy**

We offer inspiration, presentations, the newest ideas and *STRATEGY!*

Leverage is an inherent part of Million Friends. Bring 5 people to the system; we'll help you 5 times over. Bring 50 or 500; the support is unlimited.

*STRATEGIC COACHING is at the core of Million Friends. We stress Leadership, Loyalty and Career Building.*

## **#5—Integrity**

Many people strongly resist network marketing. Million Friends does not do hype. I promise that. Review this intro and, later, attend one of our conference calls. You'll see.

Vollara is positioned to enjoy years of growth. Our products are exceptional. Our GMI compensation feature offers income predictability. And the support of Million Friends is pretty good, too.

### **Goals should be Specific, Measurable, Attainable, Realistic and Timely.**

Our goal writing instructions are on the website:  
[www.chippynews.com/Recent.htm](http://www.chippynews.com/Recent.htm)

### **Simple and Effective Steps**

1. An absolute commitment to the products
2. Stay in the game every week (2 MF calls)
3. New approaches and follow-up every week
4. Tell the career story (not just the product story)
5. Know your committed people at all levels
6. Support/Recognize your leaders
7. A high level of belief and a positive attitude

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### **Dreams Do Come True**

In 1970 I presented a networking opportunity to Jim & Margie, Abe & Jyeton and others. I promised years of support if they would do the work. I delivered; they delivered; and that company had years of exciting growth.

Jim & Margie live in a beautiful lakefront home and have had an amazing life. Jyeton turned 92 in 2010. She lives in Texas and enjoys a great residual income.

I see the same signs with Vollara that I saw in 1970—only better. Vollara's explosive time will be 2011 to ???. The top end will be higher because times are so perfect and we have stronger ownership.

We need career-minded leaders. You'll have to work hard and smart, but the reward will be worth it. You are lucky to be hearing about Vollara. The people you tell will be lucky, too.



Several leaders from our group collaborated to come up with the very appropriate name Million Friends.

I've worked in network marketing since the age of 28 when I was leaving the military. This career hasn't given me a million friends (not literally) but I know people everywhere and the relationships are wonderful.

When I look back at how well things have worked out (\$15 million in earnings over the 41 years), I feel fortunate to know that I joined "the right company" in 1970. Most network marketing companies do not have an extended period of exciting growth. My company did. Nor do most network marketing companies have staying power. Mine did.

My good fortune in 1970—my awareness of the circumstances that existed then and now—is why I am so certain that an exciting future lies ahead for Vollara. I've been there. I've tasted the good fruit. I even had the honor of taking other people along with me.

Trust me a little. Do your own evaluating, too. This is simply too good to miss. Our system is honest and it will work if you do. At the very least, attend a couple of our Million Friends conference calls.

# "Would \$8,000 a month and a car interest you?"

January 2011 Chippy News

Bob & Mila Giddens

Vollara offers what no other network marketing company has ever offered. Competitors will copy this but it will take a year or two for them to catch up with this paradigm shift. We're talking about our "Guaranteed Minimum Income" (GMI) program. It's not a free ride. You have to work. But it's still pretty amazing what GMI does. Meet and maintain the very reachable requirements of our Executive ranks; Vollara then guarantees you a "higher-than-minimum" income.

The GMI at each rank is 150% (or more) higher than the minimum would otherwise be.

At the minimum Silver qualification level (maintained for 3 consecutive months) the basic Silver bonus would be \$400; however, the Silver GMI is \$1,000...more than twice as much earnings for the same productivity. There's also a way (2 ways, in fact) for new people to become "vested" for their first 2 months even if their business has not yet reached the Silver productivity level.

One step higher: At the Gold qualification level (maintained for 3 consecutive months), the Gold bonus would be \$800. The Gold GMI (150% higher) is \$2,000. A 3-month Gold qualifier is also car bonus eligible; an extra \$250 per pay cycle. The car bonus jumps to \$500 or \$600 (the higher amount for a hybrid) if you buy or lease a car after your qualification date and send documentation.

There are 2 more GMI steps, but let's first cover the vesting requirements. Fast Start Pack buyers get their first 2 pay cycles vested as if they were Silver qualifiers. So the Silver GMI is available in their third 4-week cycle. Higher levels (Gold/Platinum/Emerald) are achieved as you meet the QETL and Lesser Side qualifications for each higher rank.

The Platinum GMI is \$4,000. The Emerald GMI is \$8,000. You must find other people who want to earn \$1,000, \$2,000, \$4,000 or \$8,000 per pay cycle. This is network marketing; these benefits are earned ONLY when you involve other people. Put on your thinking cap. Do you know some ambitious people?

Now let's focus on Gold (diagram on next page). The \$2,000 Gold level GMI and \$250 car allowance come to \$2,250 per cycle. Realistically, that level can be reached by Month 5. But why are these bonuses said to be "guaranteed" if quotas and qualifications have to be met?

Answer. At the Gold level, a distributor can earn \$800 to \$8,000. For those who maintain at least the minimum qualification for 3 consecutive months, the GMI kicks in. Instead of \$800, they get \$2,000. If their productivity generates \$1,500, they get \$2,000. If their productivity is worth more than \$2,000, they get the higher amount. It's designed to offer the "income predictability" of a job.

## **The rank qualifications were lowered as this program was instituted.**

It is easier than ever to make Silver, Gold, Platinum or Emerald and the income is higher.

Let's complete this section by discussing the Emerald level. The lowest possible earned bonus would be \$2,000 and yet the Emerald GMI is \$8,000. Pretty amazing! It's four times more! And don't forget the car bonus. **An Emerald who qualifies for 3 consecutive 28-day cycles would earn \$8,250 in his third cycle and every qualified cycle thereafter. As productivity goes up, Emeralds can earn as much as \$20,000 per cycle.**

contact information

**There are 13 pay cycles per year.**

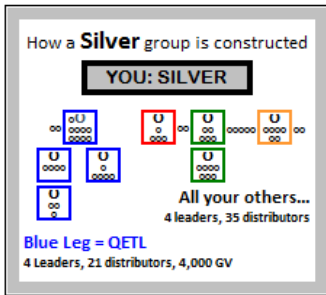
**At the minimum level an Emerald can earn \$107,250.**

**At the maximum level, \$20,250 x 13 = \$264,250.**

We don't want you to stop at Emerald, but wouldn't that be a fantastic level for a work-from-home entrepreneur?

Next, let's look at what is involved in reaching these various ranks...

# Building Blocks Models – Silver/Gold/Emerald



QETL stands for *Qualified Enrollment Tree Leg*

Silvers are your building blocks to achieve the higher levels. With Silvers in 2 Enrollment Tree Legs you will be a Gold.

This organization would have good potential for advancement.

The Placement Tree is not shown. Placement Tree dynamics are hard to illustrate because everyone's group is different.

The basic technique: Keep going wide in your Enrollment Tree... and focus extra attention toward the groups in your Lesser Side.

Unused Greater Side GV always carries forward if you are Active.

Would you build this group for \$1,000 per month? Let's analyze...

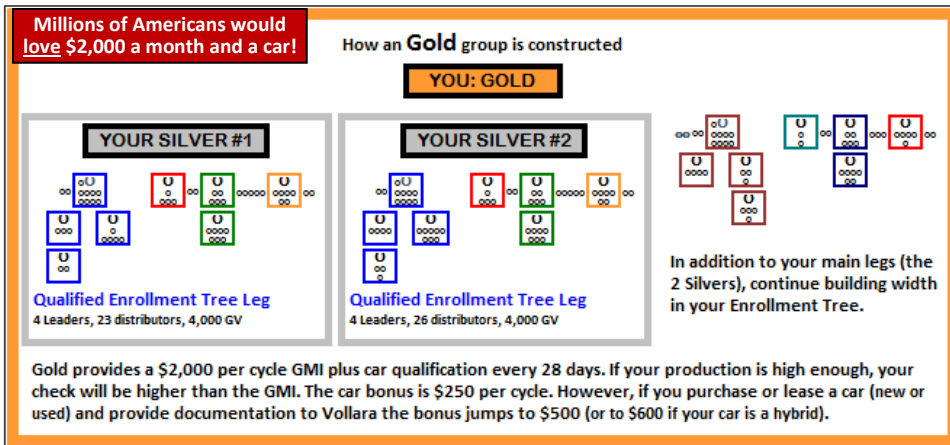
You're not doing it "for \$1,000 per month," which is the Silver **Guaranteed Minimum Income**. You're working for something bigger—perhaps Gold, Platinum, Emerald or Ruby. Silver is your first important checkpoint.

Your Enrollment Tree (graphic at left) has 4 leader legs...a foundation that could take you to Emerald and \$8,250 per 28-day pay cycle. You have recruited 15 people (11 are little ones). The rate of recruiting is up to you.

Being a Silver, you have 1 Strong 4,000 GV **Enrollment Tree Leg** (illustrated in blue) per cycle. The leaders (your building blocks) are in the colored frames. They generate growth by recruiting distributors and other leaders.

This group—8 leaders and 60 total people—has to produce at least 8,000 GV in every 4-week cycle and there are 2 additional conditions: 1] Placement Tree requirements; 2] A rolling 2-consecutive-month vestment requirement.

*You can do this. You can do this. You can do this.*



These models represent young Silver, Gold and Emerald groups that are poised to grow.

*You know you can!*

Our system allows committed leaders to build lasting careers. Vollara's long range commitment to you is absolute. And the timing is perfect!

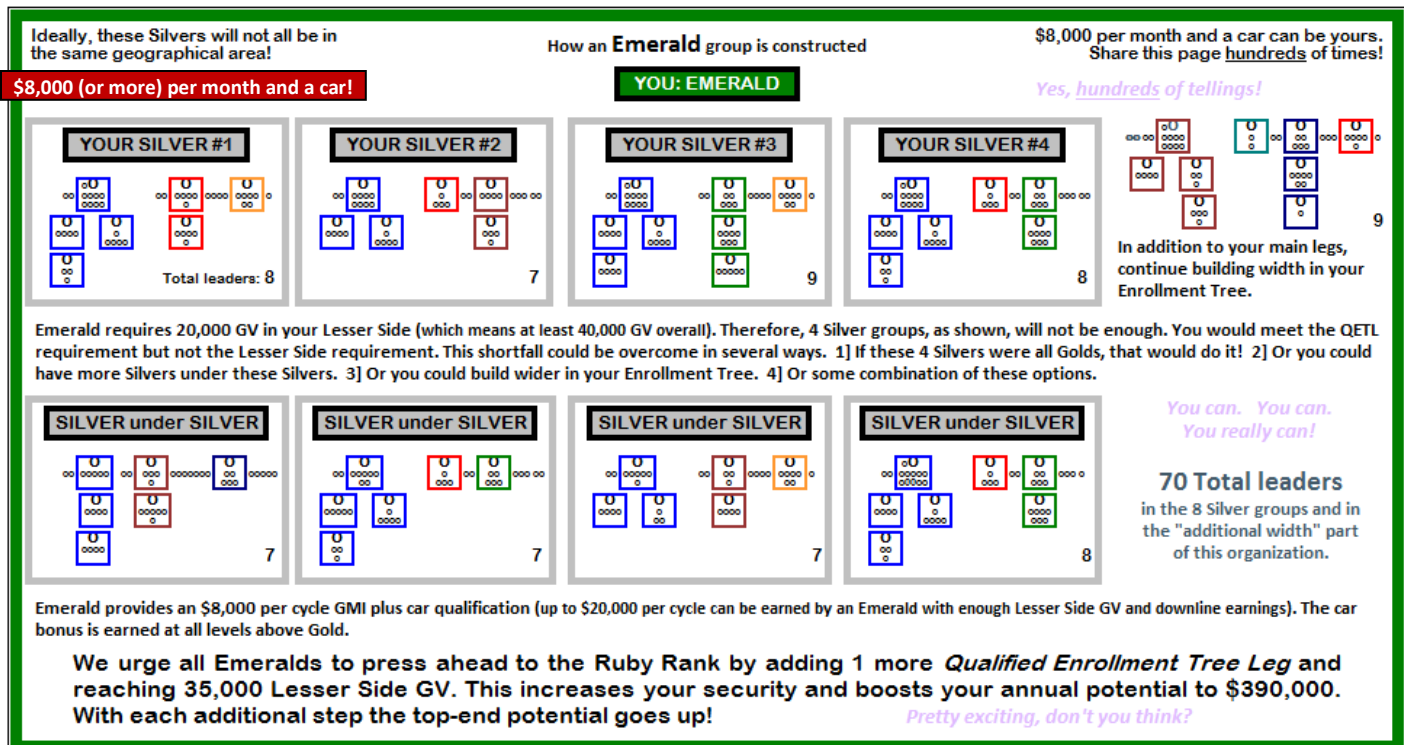
*You can if you decide to!*

It hardly matters if your distributor count is 300 or 700. Nor does it matter if you have 30 good salesmen. Numbers are nice. The more the merrier. Salesmen are nice, too. But the key to network building is leadership.

Leadership is also the key to staying power.

PT stands for *Placement Tree*

This Emerald model has 70 leaders. This large organization might produce 70,000 GV (both sides of your PT) per cycle. Of course not all leaders are equal. At this point, the 8 Silvers are your most important players.



*Give this 3 years of commitment and passion. Imagine being fixed for life by 2014! Imagine helping other people, too.*