

# Mark Your Calendar in Advance...

...so you will be sure to remember January 3, 2012.  
This will be Launch Day for the New Vollara.

Are you old enough to remember when no one but police officers had hand-held radios? Sixty years ago Dick Tracy (a cartoon detective in the newspaper comic pages) had a wrist radio. Twenty years later high profile and wealthy people started paying for car phones. Then the dam broke. Phone service became totally affordable and computer technology reached the point where almost anything was possible. Today there are more portable phones than home phones. And most new phones are full-fledged computers.

## Free Career-building Seminars

Now we have the capability to gather people together—dozens of people, even hundreds—on a phone conference line and walk them through career training. Our Million Friends system does that 7 times each week. People start calling in about 5 minutes before each start time. Some of them remain anonymous. Some identify their name and city. Many of us have become good phone buddies.

Are careers being developed? Yes, these people think so:

The screenshot shows a website page with a beach background. At the top, there are navigation tabs: 'NATIONAL HEALTH FINANCIAL SECURITY', 'FAMILY HAPPINESS COLLEGE TUITION', 'WHAT IS YOUR DREAM?', 'INFLATION HEDGE RETIREMENT', and 'EXOTIC VACATIONS ALL OF THE ABOVE!'. Below the beach image, there is a 'Welcome!' message and a link to 'Company Compensation Plan Pages'. A large grid of member photos is displayed, with a central text box that reads: 'This page covers Vollara's Compensation Plan as a training narrative and stairstep graphic. Come here to look up the plan's details. Study this page to improve your grasp of how network marketing works. Without having to pay (Million Friends is free), you can bring friends and prospects here to introduce them to America's finest work-from-home business offer.' The bottom of the page shows more member photos and a 'LaundryPure Starter Pack' advertisement.

Here is a glimpse from [www.chippynews.com/Levels.htm](http://www.chippynews.com/Levels.htm). Hundreds of pages of training and inspiration are available on chippynews. We are involved to change our lives and the lives of others. With those objectives in mind, we invite you to check us out.

**2** You probably haven't heard about Vollara...and we want to tell you why that's a good thing. Vollara is a relatively unknown company with lots of room to grow. Our owners' goal is to build the best and largest network marketing company in the world. If greatness is our destiny (you can decide for yourself how likely that is), it will be advantageous to become involved with Vollara at the earliest possible point.

As we enter 2012, we have room to grow 40-fold. Other companies have done that. Imagine being there in the beginning—like being in there on the ground floor of Microsoft. One day a big chunk of Vollara's business can be in YOUR NETWORK. How much business are we talking about? We're talking about millions of dollars of orders per month coming from YOUR network (and you make a small percentage).

## **Yes, but I don't like Network Marketing**

I'm sure you'd like it if you were making \$1,000 to \$50,000 per month! Fourteen years ago this writer was sitting on top of the world. I'd found the right company at the right time. My checks were \$80,000 every month and some months they were higher. About that time, one of my young distributors was using the Internet and email and I was hearing more and more about these new electronic tools. But I was a fuddy-duddy. The subject of email came up at a meeting. To 800 distributors and guests I said, "Email, email, email...I'm sick of hearing about email."

What a foolish remark! Obviously I didn't understand email. A year later I was very much Online. So was the rest of the world!



Hundreds of people—probably thousands—have become millionaires through network marketing. I'm not going to puff up the truth. More than 10 million U.S. households have a man, woman, or couple who has joined a network marketing company. If a few thousand are now millionaires, is that worth getting excited about?

*Maybe it's your turn!*

Let's say the number is 2,000. That would be 200 in California and 40 in an average state. Compare that to the number of kids who have thought of basketball, football, or baseball as a career possibility. A lot of kids dream about being pro athletes but relatively few make it to the Big Leagues. Success distribution works like this in all professions.

The difference in network marketing is that the top positions are OPEN TO EACH OF US. Don't underestimate the importance of this. You aren't likely to make it in professional golf. Probably not in the aerospace industry or in medicine, either. You're not athletic enough or you don't have the right training. On the other hand, maybe your people skills—the skills you've never been paid for before—can take you to the top in Vollara.

Are you friendly? Do you have some common sense? Is there a burning desire to succeed in your heart of hearts? Do you have good leadership instincts? It is possible that you're not being paid what you are worth in your "regular" line of work. You may be a millionaire waiting to happen! Chippynews.com and Million Friends will help you develop your latent skills. We believe in dreaming big but we don't employ hype or exaggeration. Check out [www.chippynews.com/email\\_central.htm#In-depth](http://www.chippynews.com/email_central.htm#In-depth) and decide for yourself. The title of that page: The Wonderful Future of Vollara. You and some of your friends can be a part of that future.

# Let's look at the reasons

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- 1.** We are a small company with an exciting destiny.
- 2.** We offer unique and meaningful products for better health and the potential to inspire lifetime product loyalty. And no quotas for people who only want to join just as product users.
- 3.** This isn't a reason but it's worth saying. The earlier you join; the better!
- 4.** Four Simple Commitments will move you toward the top: [1] Join now. [2] Use Vollara products. [3] Take others to the top with you. [4] Don't stop, don't give up, don't despair, and never quit.
- 5.** Our Compensation Plan is fair and realistic. Effective recruiters can build part time home-based networks that will pay \$500 to \$20,000 per month within 24 months. Vollara depends on effective recruiting (not mass recruiting) and Million Friends is here to support you.
- 6.** The rare stratosphere... Exceptionally talented, highly ambitious leaders have no income ceiling. A million dollars per year is possible.
- 7.** Your Vollara distributorship can put you in a position to help others who are in need!
- 8.** Amazing Economic Timing! The U.S. economy is destined to grow. We have nowhere to go but up.
- 9.** You can rebuild recession losses and get ahead of the upcoming inflation.
- 10.** The Million Friends support system is free for you and free for your people.
- 11.** Vollara represents a challenging opportunity to stimulate your mind and keep you young.
- 12.** Uncompromising Health theme and Environment-friendly Products.

The 2012 Million Friends group has a goal to stir up a major run of momentum and growth like some of us remember from the nineties. I've just unfolded a keepsake that was published in February 1998. My Alpine sponsor printed a gigantic newsletter on poster-sized sheets and had it folded to nine 7.5 x 11.5 panels (per side). The back and part of the front were imprinted with 1099 forms (forms that report commission income to IRS). These folks had been with us from as little as 18 months and up to 36 months.

On these amazing pages I see: Sowell Enterprises (Amy Fiscus' 2nd year) - \$120,291.47. Michelle Giddens (my daughter) - \$117,598.31. Al Pulsifer - \$60,698.53. James Clendenin - \$339,973.71. JK Baker - \$334,453.73. Wave Three Marketing (Bill & Mattie Perry) - \$345,309.00. Brodine and Associates (Dorothy & Gordon Brodine) - \$169,037.00. Winners International (John & Jo Clements) - \$315,870.60. Bob Giddens - \$943,282.11.

**[4] We want to see this pattern of growth again! The timing in the mid-nineties was good, but the timing is even better now. We have a stronger company, better products and an economy that has nowhere to go but up.**

Our 1995 to '98 growth was one of the most exciting runs in network marketing history. In June 1998 our 44 top leaders celebrated in Waikiki. We stayed at the number one hotel on the Waikiki beachfront. Some of our leaders stayed in suites for the first time. We held our meetings during mealtimes so no recreational hours would be lost. We visited beaches and waterfalls in a caravan of 8 rental vans. What a trip!

Chippy News and Chippynews.com take pride in telling our readers the big truth, the little truth, and the “in between” truth. On the big truth end of the scale, we assure you that every big number in this newsletter is true. The successes we refer to happened and there is no reason to think we cannot have a longer run of success this time around. The little truth means, as we forthrightly point out, that most network marketers are never financially successful. Huge numbers of people drop out. As in any enterprise, there is turnover. A lot of people use products and nothing more. Some casual buyers place an order only once or twice a year. We also have dedicated buyers who order by Autoship and use Vollara products every day of their lives. That’s how it works.

The “in between” truth is about people who put forth some effort—many years of effort in some cases—but don’t get to the level they were working for. The “in between” truth tells us that some people aren’t able to make it work. Maybe they didn’t talk to enough people (you may have to offer the Vollara message to MANY HUNDREDS of friends and prospects). Maybe they talked to the wrong people. Maybe they said the wrong things. Perhaps they just weren’t very persuasive. Or their goals were not clear enough. Or they gave up too soon.

I also think that luck plays a part in how things unfold. Those who find one key person early in their career certainly feel less pressure. If someone recruits 4 or 5 distributors—or even 20!—and no one is working, discouragement sets in. Some people keep on truckin’, other people throw in the towel.

Our Million Friends system teaches that great achievements almost never come easily. That’s true in traditional business, network marketing, sports, politics and all other endeavors.

We introduced the Million Friends System in 2010 to give EVERYONE an honest chance to succeed. We can’t make it easy or do your work. We can’t reach into your heart and lock in your commitment. Nor can we keep you from having to suffer setbacks and frustrations. But we provide training, presentations, emotional support and leadership on a continuing basis. We will end with this summary...

**Four Simple Commitments will absolutely take you to the top:  
[1] Join now. [2] Use Vollara products. [3] Take others to the top with you. [4] Don’t stop, don’t give up, don’t despair, and never quit.**