

I wrote this in Spring of 2005 as a fairly new distributor. We were at the Silver level. Financially it was a challenging time. I was writing to myself as much as I was to anyone else. Despite the world not responding to our early Advocare desire like we wished, we persisted because we couldn't ignore that we had our hands on the best shot we were ever gonna have – at some point we had to suck it up and stick with something. Now it's 4 and ½ years since this writing, our opportunity is better than ever, we've been averaging over 20K per month for several months now... and it's still just beginning. You can do it too. Go get it! Design your life!

Matt Warren – Dec, 2009

WHY ADVOCARE: 7 REASONS

Why add something else to your already full plate?

Why this instead of real estate or some other business?

Why risk someone saying or thinking “Oh this is one of thoooooose...”?

Why spend money going to Success School in Dallas?

Don't you think I've asked those same questions myself? ☺ If you haven't addressed those questions seriously, your chances of long-term success are slim.

Let me share 7 logical and business savvy reasons WHY we do Advocare the business...

Short Version:

- 1) We offer products that improve quality of life.**
- 2) We own a store that is virtual (anywhere, anytime).**
- 3) We offer products that are consumable (which creates residual/ongoing income and time freedom).**
- 4) We own a business that is duplicatable.**
- 5) We have very little stress, overhead, and “red-tape”.**
- 6) We all start earning \$0, and truly have unlimited income potential that is based on our efforts.**
- 7) We are part of a team of people with the same ideals and values.**

Long Version:

- 1) We offer products that improve quality of life.**

People will feel, look, and perform better when doing Spark instead of coffee or soda, Rehydrate instead of Gatorade, our meal replacement shakes and bars rather than ice cream and candy.

Omegaplex is a “must”, not a “should” for ideal health. MNS fills in the gaps to help someone feel better, burn more fat, crave less, and become nutritionally sound. Our country is in a health crises and we offer solutions.

Are you offering a product or service that fulfills you because it's improving lives?

- 2) We own a store that is virtual (anywhere, anytime).**

At no time in history have we had an opportunity like this – that's not lip service. Within minutes you can be “in business”. People anywhere in this country can order online with your ID#, and have products shipped directly to them, and Advocare will pay you – every time they ever order. Folks that is powerful. Even better, you can share this vision with someone in another part of the country (as

Patrick and Kellie did with us) and they can begin to explode that whole region with Advocare products – and you’ll get paid residually for leading, guiding, and growing them.

My mother owns a health store in Ada, Ohio. She’s got customers, but if a customer moves she loses that business forever. Or if an out of towners stops in, she can’t keep them as a customer. With Advocare, we’ll always be connected to those whom we introduced product.

Are you offering a product or service someone can utilize anytime, anywhere?

3) We offer products that are consumable.

Longaberger baskets might look pretty, but I’m not going to sell them if people can’t EAT them ☺. Because the baskets aren’t consumable, I have to keep selling more baskets or my income stops. Even as a personal trainer I came to realize I didn’t have a business, I had a practice, because the second I stopped training my income stopped. Most people get caught in the cycle of “trading hours for dollars”, and they can’t escape. They live a life of wanting more income and time, and dreading the fact they have to ask a boss for time off for a family crisis or simply for rest. If over time you’ll help enough people get what they want with Advocare, both with our products and business, then you’ll get what you want.

Because our products are used daily, and people like them enough to consistently re-order, your income is steady, and it grows (not stays the same) as you continue to work your business.

Let me stress I’m not saying to quit your job or to be ungrateful for it. Advocare is meant to be built on the side, part-time. If it surpasses your current income and you like it, the option to spend more time on Advocare is there for you.

Are you providing a product or service that will PAY YOU TOMORROW IF YOU PUT IT DOWN TODAY?

4) We own a business that is duplicatable.

When I learned to disregard any pre-conceived notions or opinions on “MLM’s” or “pyramids”, my business began to take off. First off, Advocare is neither. We are a DIRECT SELLING company, simply meaning that our products are not sold in stores, and we have a distributor based marketing plan. Our compensation plan rewards you in several ways. If you want to simply retail product and earn 40%, you can. If you want to enroll members and earn 20% of their purchases, you can. If you want to grow a team of part-time business builders and earn a little bit of a lot of people’s orders, you can! If you’re like me, you happily do all of the above. Advocare will compensate you for your ability to grow and mentor teams, which does take effort and time.

One of the highest honors and rewards in business, coaching, or mentorship of any kind, is to duplicate yourself. To empower others to do what you do, and to experience as much or more “success” as you do. Most business hierarchies don’t empower people to become more, for the fear that someone will overtake your position or bump you out.

Why do I hope you earn more than we do? If people on our team are empowered and successful, than so am we. How did the 20K + per month income earners in Advocare reach such large incomes?

They duplicated themselves BOTH wide and deep in their organization.

Notice the difference between addition and multiplication... $3+3+3+3+3 = 15$, $3 \times 3 \times 3 \times 3 = 243$

Make sense?

And never forget, YOU HAVE HELP from your sponsor BECAUSE this is a duplicatable system that rewards them to grow YOU. I’ve done business alone, it isn’t nearly as fun. Being “the man” is an empty road, especially when you value people and seeing others enjoy success.

Are you in a business model that allows you to (financially) reap the rewards of duplicating yourself?

5) We have very little stress, risk, overhead, and “red-tape” associated with our business.

Can you imagine the expense and work to open a physical health store? Signing and committing to the lease, purchasing \$30,000 of inventory, hiring help to be there, advertising expense, not to mention the time it would take to set up and work at the location.

One popular income source nowadays is to buy a property and rent it out to earn a monthly profit. I won't go into the details, but the reward for the effort and risk is minimal, and the risk is high. What if I put that same time and energy into sharing product and following up with people – that could yield a monthly profit with zero risk, and high probability for monthly return.

And with Advocare, I didn't have to develop product or design packaging, and thank goodness I had nothing to do with the website or it would be all screwed up, and I don't have to hire or consult with our legal team. My simple job is to take product and excitedly share it with people. If I really want to explode the business I must become a good team leader and encourager – those things are fun to me.

Are you engaged in a business which allows unlimited income, yet presents little red tape and risk?

6) We all start earning \$0, and truly have unlimited income potential that is based on our efforts.

Advocare is a very “American” concept. **ADVOCARE IS THE AVERAGE PERSON'S BEST CHANCE TO EARN AN ABOVE AVERAGE INCOME.** All walks of life start this business for the hope of helping people, getting out of debt, getting life on their terms, building a residual income, and acquiring the time freedom that comes after months or years of sowing seeds and plowing fields – and each person has an equal chance. “Sally Showpony” fades away, as does “Billy Better”, as does “Marky My Way”, as does “Freddie Fearful”, as does “Pauly Prideful”, as does “Cory Comfort”. Who makes it? “Connie Consistent” makes it, “Donnie Desire” makes it. “Timmy Teachable” makes it. “Davvy Duplicatable” makes it. “Valerie Vision” makes it.

Most of us are locked in a job that doesn't really pay us for performance. Chances are that if you do twice as well next month, you won't earn twice as much. Most of us have a “lid” on our income. Advocare takes the “lid” off our income. To me that's freeing and exciting! The competitive athletic kid in me comes alive again to know that my performance dictates my reward. It's not about the money, it's about what the money can provide: debt freedom, time for friends and family, time to grow, time to be healthy, time to travel, time to fulfill a greater purpose, time for church activities, time to watch your kids be kids.

Once someone knows what's possible with Advocare, I don't understand how they couldn't give it their all for 2 years. Are you willing to give it your all for 2 years for the opportunity for life on your terms? Do you really want it? Is there some other opportunity that's better? If so, grab it and run with it. Warning – it's a simple system but it's hard work. Those “ordinary” people who earn 300K per year with Advocare went through some tough times no doubt, but does what they have now encourage you to persist through those same tough times?

A side note: we all have dreams and projects we want to work on. Without boring you with the details of the book I want to write, let me just say that Advocare is important enough, the mission is important enough, the reward is important enough, to put my projects on the side for the time being. I've not

EARNED the right to pour my energy into my dreams and hobbies yet. That time will come for me. Can you work hard now, for the ability to do what you want when you want later on?

Mark Leitgeb, who is in your upline, first received a \$9 check in this business in 1994. For years Mark has earned over 100K per month (not year) in this business – total earnings near 10 million. I'm willing to work my tail off, even if my BEST effort only results in 1/10 the rewards of Mark's effort. I believe the potential reward for YOU, and for ME, is so great that I'm willing to give Advocare my BEST. Are you willing to give Advocare your best? Let me know if you make that decision, as we want to know who's hungry, so we can go to work with and for you.

Another side note: notice that Mark Leitgeb still works his Advocare business. It's not something that gets you rich so you can put it down and lie on the beach. When you build Advocare, I can imagine the sense of obligation to share and coach others to the same reward (even if from the beach ☺). Advocare "Diamonds" typically stay involved in the business because it's highly rewarding, and because lying on the beach gets boring. Main point: I'll do it and you'll do it because we want to, not because we have to.

If Advocare IS NOT the vehicle that can help you take the lid off your income and have life on your terms, what is?

7) We are part of a team of people with the same ideals and values.

I find it refreshing that I don't have to offer product to, or sponsor, anyone whom I don't want! I do find it very exciting that I get to work with close friends, for one common vision. We love our sponsors and their sponsors, that's why we joined this team. We are very close with the people we sponsor, and genuinely root for them and hope for their success, both health and financial. Most people who do Advocare "get it" when it comes to... ***living healthy, being debt free, sowing seeds now for hope of a return later, working hard and persisting when times are tough, sticking to and staying the course when weary, having a teachable spirit, having a sense of urgency to improve their circumstances, investing in people, committing to personal growth, visualizing a better tomorrow, unselfishly serving someone in your organization*** – these are common ideals shared by Advocare champions – but not shared by the general population. What other business can you join that gives combines all of those positive qualities?

I am truly blessed to be able to work with and surround myself with YOU, the type of person who is attracted to and capable of performing in this business.

Are you involved in a business or organization that allows you to work with positive, healthy-minded, and encouraging team members?

I invite you to take these 7 reasons and copy them into your Advocare journal, to memorize them, and to share them with people who might wonder "Why Advocare THE BUSINESS?"