



Network Marketing **Special Report**



Robert G. Allen
#1 New York Times
Bestselling Author

Would you like to add an extra stream of income to your life this year?

An extra stream of income, that would be nice!

What would you use it for? A new car? A new house? Travel? Pay off some nagging debts? Investments?

Whatever you desire, the information in this **Special Report** may just be the answer you've been looking for.

My name is Robert Allen. Let me be your guide to this extra stream of income. I think I'm adequately qualified. I'm the author of 5 books on how to achieve financial success. *Nothing Down*, *Creating Wealth*, and *Multiple Streams of Income* are three of the largest selling financial books of all time. All were #1 *New York Times* mega bestsellers. And my latest book, co-authored with Mark Victor Hansen, *The One Minute Millionaire*, is a current bestseller. For the past 20 years, I've been helping people just like you to create financial success.

And now, it's your turn.

I'd like to share with you two of the most important financial concepts I've ever learned.

Concept #1 The Wisdom of Multiple Streams of Income

How many streams of income did it take in the 1950's for a family to survive? One. Today, very few families can survive on less than two streams of income. And that won't be enough in the future.

It's a volatile future. You'd be wise to have multiple streams of income flowing into your life.

Prosperous people have always known this. If one stream dries up, they have many more to support them. Ordinary people are much more vulnerable. If they lose one of their streams, it wipes them out. And it takes them years to recover.

In the future, people will need a portfolio of income streams—not one or two—but many streams from completely different and diversified sources. So that if one streams goes, you barely feel the bump. You're stable. You have time to adjust. You're safe.

Do you have multiple streams of income flowing into your life at this time? Maybe it's time to add another one.

Concept # 2 The Power of Residual Streams of Income

So let's assume that you've decided to add another stream of income to your life. You could always get another part time job, but that's not the kind of income I'm talking about. You certainly don't want to get stuck on somebody else's treadmill. You want the kind of streams that you can own.



I'm talking about residual income. That's a fancy term for a 'recurring' stream of income that continues to flow whether you're there or not.

I've heard too many small business owners say "I haven't taken a vacation in 5

years." There's something wrong with that picture. I don't have anything against hard work. But after a few short years of hard work, you should be free to have your streams of income forwarded to your mail box in Tahiti. Get the picture?

"Ordinary people are much more vulnerable. If they lose one of their streams, it wipes them out. And it takes them years to recover."

Two Types of Streams: Linear and Residual

Not all streams of income are created equal. Some streams are linear, and some are residual. Here's the question that tells you whether your income streams are linear or residual.

How many times do you get paid for every hour you work?

If you answered, "only once," then your income is linear. Income streams from a salary are linear. You only get paid once for your effort. And when you don't show up for work, neither does your paycheck.

With residual income you work hard once, and it unleashes a steady flow of income for months or even years. You get paid over and over again for the same effort. Wouldn't it be nice to be compensated hundreds of times for every hour you work?

For example, I published a book in 1980 called ***Nothing Down: How to Buy Real Estate with Little or No Money Down***. It became the largest selling real estate investment book in history. I put in over 1,000 hours of hard work writing ***Nothing Down*** before I earned a single penny.

Teenagers working at McDonald's earned more than me. But, I wasn't looking for a salary I wanted a royalty so I was willing to sacrifice. It took over two years before the money started to flow. But it was worth the wait. I've now earned millions of dollars in royalties. And every six months I still get nice royalty checks. That's the power of residual income—it keeps flowing and flowing and flowing. Linear vs. Residual. Do you see the difference?

Here's another example. Have you seen that tiny battery tester on the Duracell battery? I'm told that the inventor presented his idea to the big battery companies. Most turned him down, but Duracell saw the genius of it and agreed to pay just a few pennies per battery pack for his idea. Now he makes millions, because those residual pennies add up. In essence, he invested many hours of his time to create the concept, to package it and then to sell it. And now it generates a raging river of residual riches for him and his family. And the best part about it—*he doesn't have to be there!* It flows without him.

The secret of the wealthy is not that they have more money but that they have more *time* freedom. Because their streams are residual, they have time to spend on anything they want.

When you view people's lives through the filter of residual income, many groups of people aren't as wealthy as they appear. Doctors and dentists don't earn residual income from their labors. Their income potential is capped. They can only see a fixed number of patients in a day. And they have to be there for every single one of them. That's linear.

The same holds true for top sales people, chiropractors and attorneys.

Most of them don't enjoy a new, exciting form of residual income either.

They may appear to be rich but they're on a treadmill just like the rest of us.

What percentage of your income is residual? If you're smart you'll start shifting your income streams from linear to residual. This will

"...after a few short years of hard work, you should be free to have your streams of income forwarded to your mailbox in Tahiti."

A new, exciting form of residual income

Do you know who Warren Buffet is? He's the smartest stock picker in history and the wealthiest investor in the world with a 20 plus billion dollar net worth. What if Warren Buffet himself were to call you, and tell you to sink every penny into a certain stock. He says that he's invested a couple of hundred million of his own money and he feels the stock is a sure bet to double or triple in value.

What would you say to him? "Sorry Warren, but I pick my stocks by throwing darts at the Wall Street Journal!" Would you listen to the master or continue to do things your own way?



Well, I'm no Warren Buffet, but through my books and seminars I've probably helped to create more millionaires than he has. If I were to guess, it's probably in the thousands of millionaires. And here is my "hot tip" of the decade. It's where I've sunk a huge amount of my own time and effort. What I am about to share with you is the best opportunity I've seen in 20 years. It's certain to create many residual millionaires in the next 10 years. You could be one of them.

give you the time freedom to do what you want when you want. And that starts with turning on at least one new residual stream this year. How about right now?

Here's how I stumbled onto this powerful source of residual income.

I'm embarrassed to say—the first time I heard about it, I turned it down flat. It all started with my wife's best friend, Collette. She had just gone through a bitter divorce which left her

with 5 kids, a huge attorney bill and no money. She needed some work so I hired her as my secretary. After a few months she came to ask my advice.

“Bob,” she says, “I’ve been talking to my brother about a company he’s involved in called USANA. He’s been showing me how I could make some extra money.”

“What kind of company is it?” I asked.

“It’s a company that markets nutritional supplements through network marketing.”

Well, that’s all she had to say and my mind snapped shut and I warned her, “Don’t do it!” But, despite my objections, she does it anyway. She says she has a “good feeling” about it. And sure enough, in a few weeks she’d earned her first check. I wasn’t impressed. I still thought it was a scam. But when her weekly earnings continued to climb I started to take notice. Finally after about 6 months she was doing so well at this new part-time, home-based business that she quit working with me to pursue it full time.

As she was leaving, she said, “Bob, you really ought to look into this. This company is for real.” And I said, “Maybe for you, but I just can’t see myself peddling little bottles of vitamins.” She laughs and says, “It’s not like that at all. I just share my story of how these products have changed our lives. People get curious and they want to try them. They call a toll free number and order the products directly from the company and I get the check.”

“...every Monday I get paid amazing amounts of money as a result of my efforts and the efforts of hundreds of other people who are on my team.”

“Now here’s the best part,” she said. “This product is powerful. People fall in love with it and keep ordering it every single month. And every time they do, I get more checks. But that’s not all. These same people can’t help sharing how much better they feel. And when they do, I get a small stream of profit from those transactions, too. And so on and so on. Now, there are thousands of people all over the world using these products—people I’ve never even met—and every Monday I get paid amazing amounts of money as a result of my efforts and the efforts of the hundreds of other people who are on my team.”

The Awesome Power of Leverage

Now, this really got my attention. I understood the power of leverage from my experience in real estate where a small amount of money can put you in control of a large amount of real estate. But this was even more powerful. Collette had leveraged herself and her time. It’s like having hundreds of employees working for her, sending her little profit checks every single week. Except the checks aren’t sent to her directly. They are sent through the company who does all of the paperwork and sends Collette one conveniently large check every Monday.

There is a saying,

***“Poverty is when large efforts produce small results.
Wealth is when small efforts product large results.”***



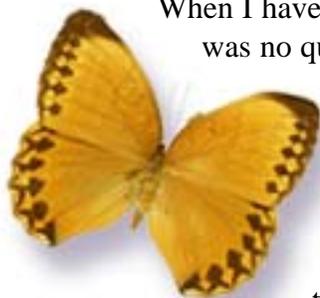
That's a perfect description of what Collette was doing - small efforts, large streams of recurring income.

"Bob," she says, "This company is different!"

One day she leaves a video at our house and my wife and I pop it in the VCR and start watching. I'll never forget what happened. The founder of USANA appears on the screen—a Dr. Myron Wentz—and says, "We live too short and die too long." And my intuition kicks in. It's whispering, *This is the one*.

Have you ever had a hunch? When a part of you knows that something is right even though another part of you is still skeptical? Well, I usually listen to my intuition. It was a hunch just like this one that inspired me to start investing in real estate in the seventies just before the huge boom. I made a fortune. It was another hunch that inspired me to write my first book, *Nothing Down*. How could I have known that *Nothing Down* would become a #1 *New York Times* Bestseller? My second book, *Creating Wealth*, was also a #1 bestseller. Then, I had a hunch to start several seminar companies which grossed over a hundred million dollars.

When I have a hunch, it's usually a good one. And when it came to that video, there was no question - my intuition was screaming, *This is the one!*



And so Collette calls the next day and asks, "Well, what did you think of the video?" Despite my strong intuitive hunch, I replied, "Sorry Collette. I'm just not interested." To her credit, she didn't let my negativity stop her. She took my wife to lunch and they decided to go ahead without me. I was so closed-minded, I wouldn't even sign the application. But before long, the checks started to flow just like Collette said.

Now, a very, very large check lands in our mailbox every Monday but it doesn't have MY name on it. Oh, NO! It's my wife's check. Mr. Skeptical here didn't want anything to do with it! So she gets the check and occasionally shares some of it with me. We just celebrated our 21st wedding anniversary and I'm looking forward to the next 20 because I'm married to a very rich woman.

In the next few pages, I'm going to show you how to get your name on a check like the ones she gets. But only if you're more open-minded than I was.

Blinded by False Information

Now, why do you think I voted against my own intuition? Perhaps it was because I had heard some negative things about Network Marketing and, without checking things out for myself, I made some snap judgments that turned out to be completely wrong. My first mistake was to assume that USANA was like some of the "old style" multilevel companies from the sixties and seventies. In these earlier and ancient forms of network marketing, distributors had to stock-pile their garages full of products and then try to peddle them to friends and relatives. To recruit new people, they were encouraged to

"...Once the income starts to flow, it's like an oil well in our backyard. It just keeps pumping out profits."



drag everybody they knew to endless weeknight pep rallies.

Needless to say, very few people made any money and most people quit in frustration with a garage full of stuff that they couldn't give away. It left a bad taste in a lot of people's mouths. Collette assured me that USANA was NOTHING like that. So, as a test, I reluctantly allowed Collette and my wife to introduce USANA at one of my smaller seminars. I was still very skeptical, but within weeks some of these same people were calling me back and saying:

"These USANA products are fabulous."

"I've got more energy"

"I feel like a teenager again."

"I'm sleeping better"

"Thanks for giving me my life back."

I was amazed. You see, I didn't know how good these products were. I hadn't been taking any nutritional supplements. I felt I was in pretty good health and didn't need anything. It was only later that I learned how our health really is in danger and that everyone of us should consider daily supplementation.

Now, when it came to making money, my seminar graduates were calling me to say:

"Bob, this is the best money-making idea you've ever recommended."

"I've tried network marketing before, but this is so much easier."

"This is fun. I love this company!"

And I'm thinking to myself, "Hmmm! Maybe there really is something to this."

That's when I decided to focus more of my attention on "our" USANA business.

"I'm saddened how the misconceptions that held me back are holding back so many other smart, reasonable, intelligent people."

We've been involved in a lot of businesses over the years, but USANA is, by far, the most rewarding thing we've ever done. We have no overhead. No debt. We maintain this powerful stream of income with zero employees. We don't even have a secretary. (I haven't had a secretary since Collette quit to do this full time.) Since this business is completely portable, I can run this business from my own home in my bathrobe—from my car phone in my jeans—or from a mail box in Tahiti. It has very little downside. And I love it. I'm passionate about it.

When people ask me today if I'm involved in network marketing, I reply with a resounding—ABSOLUTELY!

I don't know what your experience with other network marketing companies has been, but my experience with USANA has been FANTASTIC! Once the income starts to flow, it's like an oil well in your backyard. It just keeps pumping out profits. We went on a cruise recently.

Gone for 10 days. And when we got back, there were two checks waiting for us—big ones.

Looking back, I wonder how I could have over-looked such a powerful money-making idea for so many years. I'm saddened how the same misconceptions that held me back are holding back so many other smart, reasonable, intelligent people.

Put Yourself on Neutral Ground

Well, let's suppose that you aren't as skeptical as I was at first. Suppose you take me at my word and at least put yourself on neutral ground to consider this. Let me show you how you can create extra streams of income for yourself with USANA.

The secret is to find people who are already sold on the concept of nutrition but are spending money for vastly inferior products. Using our systems we can show you how to get these same people to call YOU and ask to get on the USANA Health Products. Many of them will become life-time customers. A few of them will be so impressed that they'll find it impossible not to share these products with others. Either way, you win.

Does this Sound Too Hard?

Before we ask you to join our team there are three questions we need to ask of you:

1. Are you really interested in your health?
2. Does the possibility of recurring streams of income sound good to you?
3. Can you set aside 5 to 10 hours a week to let us mentor you in our system?

If you're already drowning in surplus money or aren't interested in your health, then maybe this isn't for you. However, if you are interested, let me answer the 4 questions people ask just before they join our team:

"I can tell you that I've never seen an opportunity that has excited me as much as USANA."

– Dr. Denis Waitley

Question #1. Is this really legitimate?

Frankly this was one of my first questions. I didn't want to get myself, or my loyal readers, involved in some pyramid scam. I checked out the company and found it to be extremely solid. Then, I checked out the way USANA shares profits with its distributors through the vehicle of Network Marketing. The best book I could find on the network marketing industry was a book called *Wave Three: The New Era in Network Marketing* by respected journalist, Richard Poe. It really opened my eyes. With combined sales of over 20 billion dollars and ten million active distributors, the Network Marketing industry is not only legitimate, but quickly being recognized worldwide as the growth industry of the future. It has attracted the attention of many Fortune 500 companies. Here is just a partial list: Colgate/Palmolive, Gillette, Avon, Coca Cola, and MCI. Just recently, AT&T, the worldwide telecommunications giant also began marketing its long distance services through Network Marketing.

Do you remember the days when Japan used to have the reputation of making inferior products? When I was a kid, if a product was 'Made in Japan' it was usually cheap, inferior junk—a joke. But today the perception of Japan is 180 degrees opposite—only the finest products come

out of Japan. This same shift in perception is happening to the Network Marketing industry. The public is quickly finding out that some of the finest and most reasonably priced products are marketed through the vehicle of Network Marketing. If this weren't the case, do you think AT&T would have even considered it?

As soon as I was convinced that USANA was a truly legitimate opportunity I introduced my friend and fellow platform speaker, Dr. Denis Waitley to USANA. He went through the same due diligence and came to the same conclusion. Dr. Denis Waitley is one of the world's most famous and popular public speakers and has authored dozens of books and audio programs on the subject of success. One of his programs, *The Psychology of Winning*, is one of the largest selling cassette albums in the history of the world. Here is what he says about USANA:

"Is USANA a legitimate opportunity? Dr. Waitley and I are willing to bet our reputations on it."

"I've been traveling almost everyday for 20 years working with Superbowl and Olympic athletes and Fortune 500 executives, and I can tell you that I've never seen an opportunity that has excited me as much as USANA. I've looked at it. I've tested it. I've kicked the tires. It works for me. It works for my wife Susan. And it's worked for members of my family. I think you ought to look deeply into this opportunity, as I have, and see this as a marvelous opportunity not only to improve your health, but to supplement your income and to achieve financial security."

— **Dr. Denis Waitley**

Is USANA a legitimate opportunity? Dr. Waitley and I are willing to bet our reputations on it. And so are a lot of other smart, intelligent, successful people: doctors, teachers, astronauts, Fortune 500 executives, famous actors, best selling authors, health professionals, university professors, coaches, gold medal winning Olympic athletes, world record holders, chiropractors, nurses, scientists, bankers, and attorneys are flocking to this company, along with tens of thousands of other reasonable, intelligent people from all walks of life. Most of us wouldn't have even considered Network Marketing in the past, but we are now wholeheartedly embracing this company and its products. We believe that USANA has been able to finally deliver on the promise of true streams of income by sharing products that are truly superior.

You've Heard that Timing is Everything

The timing is perfect for you in USANA. Baby boomers are ripe for quality health products that work. USANA has created the perfect health system. The company is strong and profitable with no debt. It's publicly traded on the NASDAQ under the symbol of USNA, and was recently voted the number three performing stock of 2002 by CBS Marketwatch. You can look up the company's U.S. web site at www.usana.com, or www.usanacanada.com. if in Canada. USANA is led by a visionary, Dr. Myron Wentz, and his powerful team of scientists. It operates out of a state-of-the-art research and manufacturing facility in Salt Lake City, Utah. Its sales have gone from 3 million a year when it started in 1992 to over 133 million in annual sales in 2002. It's poised for solid growth outside of Canada and the U.S.— open for business in Australia, New Zealand, Japan, Taiwan, Hong Kong, UK, and the Netherlands, and soon to be open in Korea. USANA is a giant waiting to happen. I like to play on winning teams. **USANA is a winner!**



Question #2. How good are the products?

USANA's focus is very narrow - to market a very exclusive line of the finest nutritional products in the world. The USANA Nutritionals are designed and engineered by one of the world's leading experts in cellular nutrition, Dr. Myron Wentz. Dr. Wentz became world famous for his infectious disease test kits sold in more than 35 countries worldwide.

Using cutting edge cellular technology years ahead of its time, Dr. Wentz and his hand-selected team of world-class doctors and scientists have created the finest nutritional products available. In order to maintain integrity and purity, USANA manufactures its own nutritional products.

"Dr. Wentz and his hand-selected team of world-class doctors and scientists have created the finest nutritional products available."

USANA's flagship product is a set of two bottles called The Essentials. It is a special formulation of high quality essential vitamins, chelated minerals and other powerful nutrients in optimum doses. Most cheap, grocery store vitamin brands contain only the minimum levels of vitamins. Do you want minimal health? I don't. I want OPTIMUM health. Dr. Wentz' genius is in recognizing that each of us might need much higher dosages of nutrients in order to achieve OPTIMUM health.

When it comes to your health, I believe that USANA's arsenal of powerful products is superior. They contain all of the vitamins, minerals and cutting-edge ingredients to help you maintain your good health.

USANA's' founder, Dr. Wentz, has predicted that the USANA family of customers will be the healthiest family on earth. I believe him. I take USANA products every day and I've never felt better in my life. I also sleep better, knowing that I'm giving my body the best nutritional system in the world.

Question #3 What will it cost to start?

If you'd like to try the products out for yourself, then talk to the person who introduced you to this information. They can show you how to make one toll-free call to become a Preferred Customer. For a small initial fee, you can start purchasing these products at the lowest wholesale price. That's all there is to it.

Now, if you'd like to earn income by sharing these products with others, you can easily become a distributor. Your inexpensive distributor kit will teach you how to begin. It's that simple.

When I compare this to the tens of thousands of dollars it took to start the many businesses I've owned and operated during the past 20 years, USANA is the hands down winner. I've owned restaurants, clothing stores, candy stores, apartment buildings, commercial buildings, seminar companies and newsletter businesses. I've invested in Broadway plays. I've even owned a piece of a major NBA Basketball Team, the Utah Jazz.

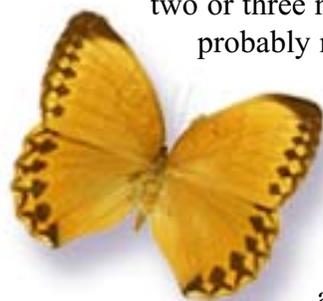
But USANA beats them all. My last seminar company had 250 employees. Just the thought of going back to managing employees makes me cringe. No more salaries to pay or health care benefits to provide. To an ex-employer like myself, it seems like a miracle. Low hassle money!

Question #4 What do I have to do to make this work?

First, here's what you *won't* have to do:

▶ **You *won't* have to deliver products.** If you were looking forward to personally delivering bottles of pills to people, you'll be very disappointed. USANA doesn't work that way. So what *will* you do? You'll just tell a few people about how much the products have improved your life and, after some simple paperwork, they'll order the products direct from the company over a toll free line. The company even delivers the product for you.

▶ **You *won't* have to attend a lot meetings.** If you were looking forward to donating two or three nights of your week to attending a bunch of boring meetings, you'll probably not like USANA. What *will* you do? You'll just share one of USANA's powerful audio or video cassettes with people who show an interest, and these tools do the work for you.



▶ **You *won't* have to do a lot of selling.** Now, if you love to sell—if you live for the thrill of the close—then I'm sorry but I've got some bad news. You'll probably do very well in one of those ancient network marketing companies where you have to personally sell and deliver products to hundreds of customers in order to make any decent money. However, in USANA, the process is much simpler. There are five billion people on this planet. Do you think you could find a few people who are interested in adding extra years or extra streams of income to their life?

▶ **You *won't* have to learn this by yourself.** If you're a loner who doesn't like people, then USANA is probably not your company. In USANA, we are encouraged to work in small teams. Here is how it will probably look at first. You'll share an audio cassette with someone you meet. They'll listen to it and say "I'm interested. Tell me more." You'll set an appointment for them to have lunch with you and your sponsor. The three of you show up at the appointed time. Your prospect listens while your sponsor does most of the talking. You just observe. Your prospect starts ordering the product. You get a check.

Does This Sound Too Hard?

Using this model, Collette makes more money during her lunch hour than most people earn in a month. And she continues to be paid over and over again for that same effort. Wouldn't it be nice to get paid over and over again for time you spent at lunch 6 months ago? What if you don't have time for lunch? Easy, Do it over the phone. It's actually faster and cheaper. For example, here's what happened just last week. A new person in my downline gave a copy of this Special Report to a friend. He read the very words that you are reading right now and called back all excited, wanting to know more. The distributor made an appointment for them to talk with me over the phone. (We call this a 3-Way Call because all 3 of us are on the phone together.) I did the presentation. The friend joined our team and the new distributor earned a check.

Does this sound too hard to you? You listen. I talk. People order products. You get checks.

"Your sponsor will be happy to help you find, enroll and train you first few people. You sponsor can't win unless they help you."

Now, what happens if I'm not available? Well, everyone in USANA has a sponsor. Your sponsor will be happy to help you find, enroll and train your first few people. Your sponsors can't win unless they help you.

Just think, with a few hours a week on the phone, you can start to create a wonderful stream of extra income.



"You don't want to go to the end of your life and realize that you could have had anything you wanted if someone had just shown you the way."

Are You Crazy?

When I explain how simple this can be, some people look at me like I'm crazy. So, I ask...

Do you have multiple streams of income flowing into your life?

"No" they say.

Do you get paid multiple times for every hour you work?

Again, No."

Do your income streams flow 24 hours a day with or without you?

Still, "No."

Then, I say, "Because of USANA, I can answer YES to each of those questions. Which of us is more crazy?"

This is my definition of crazy:

Crazy *n*: Work hard for peanuts at various jobs you hate for 50 years. Then, die poor.

This is my definition of smart:

Smart *n*: Work smart for a much shorter period of time. Retire with multiple streams of recurring income.

We've been earning weekly streams of income in USANA for over 4 years now. This is smart. This is intelligent. This works! As you can tell, I'm not a skeptic anymore. I'm proud to be associated in even a small way with USANA. Sometimes I get so excited I can't sleep at night. This is fun!

But it's not without its sadness too. Here's the hardest part for me: I see people struggling financially, I see people in poor health. I say to them, "I've got an answer for you that works!" But, because they've tried other things that didn't work, their minds snap shut. I can't blame them. That's exactly what I did. Still, I wish I had the power to persuade them to just take a closer look. Like me, they might just like what they find.

Will someone just show me the way?

Most people live their lives unaware of the incredible opportunities that exist all around them. They remind me of the woman in the early days of this century. She saved all her life to come to America and finally had enough money to afford passage on a large ocean liner. Since money was so tight, she stayed in her cabin most of the time, rationing the food she'd brought on board with her. But with one day left on her journey she decided to splurge on a meal. She showed up for the final banquet buffet, and, bracing herself for the bad news, she timidly asked the Maitre D how much a meal like this would cost. "But madam, Didn't you know? All of the meals are included with your ticket. You can eat as much as you like for free."

Life is like that. You don't want to get to the end of your life and realize that you could have had anything you wanted if someone had just shown you the way

We'd like to invite you to be part of our team. Let us show you how you can start enjoying the banquet of prosperity that life has to offer.

In this Special Report, I've shared with you three secrets to having everything you've ever wanted:

- ▶ **The Wisdom of Multiple Streams of Money**
- ▶ **The Power of Residual Income**
- ▶ **The Discovery of USANA**

I urge you to get in contact with the person who shared this information with you. Tell them that you want to join the healthiest, wealthiest family on earth. Do it now. You'll kick yourself if you miss this.

I wish you a happy healthy and abundant future.



Robert G. Allen

