

BUSINESS OVERVIEW

You have been asked to evaluate our unique organization by someone who respects your talents.

Life Force® International is an organization where people can generate additional secure income through a time investment of 3 to 6 hours per week, participating in work that makes a meaningful difference in society.



Empowering Human Potential

QUESTIONS FOR MOST OF US ARE:

How can we generate additional secure income streams that enable us to create the lives we want?
Provide for our children's college educations?
Save for adequate retirement incomes?
And do so while achieving and maintaining good health, so we can enjoy life to its fullest?



WHAT MATTERS TO YOU?

What do you want to create in your life?
What are the **2 BENEFITS** you would want in an opportunity that would motivate you to invest your intelligence, creativity and energy in making it a part of your future?

As you evaluate becoming part of our organization, identify and hold in mind your **2 BENEFITS**:

BENEFIT 1 ? _____

BENEFIT 2 ? _____

NEXT: Our Purpose



2 OUR PURPOSE



IT IS IMPORTANT TO KNOW that you are supported by a team of people who are focused on your success.

IS IT POSSIBLE to structure an organization that people could use to **create what matters most** to them? The answer is YES.

Life Force® International has accepted this challenge and with the combined intelligence, creativity and energy of people like you, we are creating an organization that allows people to realize their potential.

We are creating an organization where people invest **3 to 6 hours per week** to create additional income streams. You learn how to expand our organization and, as a result, participate in the revenues generated from the expansion.

Your team teaches and mentors you every step of the way.

As important, you personally choose the people you want to work with.

YOUR STRATEGIC LEADERSHIP TEAM



Manager



Mentor



Teacher



YOU

Learning
Practicing
Achieving
Predictable
Results

We operate in an environment based on dignity, respect, honesty and trust. And we have a lot of fun, too!

Because of the **personalized** environment we work in, we are able to provide an exceptional level of customer service, **a level rarely experienced**. Our exclusive line of unique products ensures that we add lasting value to people's lives.



BENEFIT 1 _____
BENEFIT 2 _____

NEXT: Our Vision



3 OUR VISION

Is it possible for us to work together to create an organization over 1-3 years that generates predictable and sustainable incomes?

MOST OF US don't have the ability to realize both the income AND the lifestyle we desire, based solely on the investment of our personal time. When we are unable to work or retire, our income stops. The Life Force® International structure allows us to leverage the time of our mentoring team and a team of three people of our choosing. We work together to expand the organization, and we share in the revenues generated from the organizational effort, versus just our own efforts.

FOR ILLUSTRATIVE PURPOSES let's say you desire an additional income stream of \$5,000 per month, or \$60,000 per year.

To calculate what you'd need to have invested (at 5% annual return) to generate \$5,000 per month income, simply divide \$60,000 by .05 (in this case, it would be a capital amount of **>** \$1,200,000).

IT IS OUR VISION to have people invest 3 to 4 hours per week over 1 - 3 years to create additional income streams — the amount of income that would be equivalent to having \$500,000 - \$5 million invested.

MONTHLY EARNING:	YEARLY EARNING:	CAPITAL AMOUNT INVESTED @ 5%:
\$ 500	\$ 6,000	\$ 120,000
\$ 1,000	\$ 12,000	\$ 240,000
\$ 2,500	\$ 30,000	\$ 600,000
\$ 5,000	\$ 60,000	\$ 1,200,000
\$ 10,000	\$ 120,000	\$ 2,400,000
\$ 15,000	\$ 180,000	\$ 3,600,000

There is no guarantee of income. Incomes earned will depend on the effort and ability of each individual to create an organization.

FOR MOST OF US, THE QUESTION BECOMES:

Which is more likely to happen in the next 1-3 years...

Earning, saving, then investing the capital amount necessary to generate the monthly income stream I desire?
Or working with a supporting team and a proven process to expand an organization that has the potential to generate an equivalent income stream?



BENEFIT 1 _____
 BENEFIT 2 _____

NEXT: Our Strategy **>**

4 OUR STRATEGY

LIFE FORCE® INTERNATIONAL ENGAGED ONE OF THE LEADING consultants in the field of organizational structure and strategic marketing, and charged them with designing a structure in which people wanting to create significant additional income streams could readily succeed — one that would combine the **strengths** of a corporation with those of an individual operating a home-based business.

The end result? An organization of people who each create and manage a Strategic Business Unit, generating predictable and sustainable revenues every month.

Life Force International has created a strategy that delivers customer value and service in such a way that other marketing channels would find it difficult to compete.

We wanted this structure to allow people to easily maintain their current income sources — where they could participate by investing **only a few hours** weekly. We wanted to create a business that could be operated on a **flexible schedule**. We wanted a business that was portable, so it could be operated from anywhere, providing travel flexibility; and a business that had the potential to provide **above-average income** streams.

We wanted a structure that generated income streams that could be passed from generation to generation; that afforded **business tax benefits**; that allowed people to choose and partner with people that they respected and enjoyed; where each person could select a **small number of customers** and provide them with exceptional service and products.

Above all, we wanted a work environment based on dignity, trust, respect and honesty — where people could **continuously expand their abilities to create their futures**.

THE STRATEGIC BUSINESS UNIT

is simple. Each business partner creates a unit that consists of 4 customers and 3 business partners of their choosing:



You have a team of people focused on teaching, mentoring and helping you to do this. We are sure your response, like most people's, is:

"Yes, I could do this, and I understand why it only takes 3 - 4 hours each week."

Some people choose to build larger organizations and create additional Strategic Business Units.



BENEFIT 1 _____
BENEFIT 2 _____

NEXT: Making a Meaningful Difference



5 MAKING A MEANINGFUL DIFFERENCE

Why liquid supplementation?

Liquids are highly **absorbable**. The body first converts all food to a liquid form to assimilate them; liquid whole-food nutrition enhances this process.



Why whole-food nutrition?

Even the most sophisticated science cannot supply the innumerable “**phyto**” compounds that are **interwoven** throughout whole-foods. When taking megadoses of an isolated vitamin, you are depriving your body of these essential, naturally occurring compounds that make up whole-food.

Using a **liquid, whole-food supplement** creates the greatest probability that you are supplying your body with the nutrients¹ to remain in a state of “**homeostasis**” or balance at the cellular level.



¹ Journal of the American Dietetic Association, 1996; 96: 73-77

Bioavailability of Synthetic Ascorbic Acid and a Citrus Extract, Joe A. Vinson, Chemistry Dept. University of Scranton, Pennsylvania 18510

Prospective Study of Fruit and Vegetable Consumption and Risk of Lung Cancer Among Men and Women, J Natl Cancer Inst 2000 Nov 15;92(22):1812-1823

HEALTH IS A GREAT BLESSING. Much of our happiness is based on the quality of health that we and the people we care about experience in our daily lives.

Research has clearly shown that your body has a tremendous capacity to restore itself and bring itself back into balance. All you have to do is feed your body with the proper nutrition.

It is not natural for our bodies to be at dis-ease, sick, or not in balance. It is natural for the body to be at ease, healthy and balanced. If it has the proper nutrients to build healthy cells, **the body works to heal itself.**

Life Force® International has a unique product line to address this crucial need: **liquid, whole-food nutrition.**

For 12 years founders Gerri and Wayne Hillman marketed this product solely to **health care practitioners.**

"I have been extremely satisfied with the results of taking Body Balance and will continue to recommend it to my patients."

- Dr. Bruce L. Howe, CA

Because of the outstanding results people experienced with the products, they decided to create a company to market the products directly to the public.

Our work as an organization is for each of us to achieve and enjoy optimal wellness and to help four customers we care about to do the same. As you evaluate our products, you will recognize the tremendous opportunity we have to **help people we care about** achieve and enjoy optimal wellness in their lives. We're making a meaningful difference of **lasting and immeasurable value.**



BENEFIT 1 _____
BENEFIT 2 _____

NEXT: Our Credibility



6 OUR CREDIBILITY

The founders of Life Force® International, **Gerri and Wayne Hillman**, understand that health is the foundation for enjoying a good life.

When Gerri Hillman became ill, the Hillmans were unable to find an answer that would help her. At that point in their lives, they realized that it was up to them to find a way to restore her health.

Not having the expertise themselves, they turned to a specialist who was on the cutting edge of nutritional research. They developed an amazing blend of nutrient-rich sea vegetables. From this discovery came the product now marketed by Life Force International as Body Balance. Within weeks of taking Body Balance, Gerri noticed a sense of well-being.

Their desire to share this powerful product began as a small, home-based business. For years, they marketed the products to doctors and health care practitioners, and then they decided to market directly to the public, so more people could experience the benefits of this revolutionary product.

Life Force International is debt-free with impressive cash reserves.

The company conducts business in the United States, Canada, Australia and New Zealand. The company recently completed a manufacturing and IT communications expansion in order to facilitate the organization **quadrupling its revenues.**



Ron Hillman
President
Life Force International



Gerri and Wayne Hillman with the "next generation"

Gerri and Wayne remain involved and deeply committed to the company. Today it is a multi-million dollar company that is led by their son Ron Hillman and an accomplished executive team.

The Hillman family understands the core concerns and benefits of creating a family business that generates value that they can proudly pass from generation to generation of their family – one that can be built upon and enjoyed.

They personally invite you to partner with the organization to create an income stream that your family can pass on from generation to generation to enjoy and build upon.



BENEFIT 1 _____
BENEFIT 2 _____

NEXT: Focused on Your Success



7 FOCUSED ON YOUR SUCCESS

To recap, we expand the organization by having a team of people — which includes the person who invited you — teach you how to create a Strategic Business Unit (SBU). SBUs are made up of 3 business partners and 4 customers. You select 3 business partners you respect and 4 customers with the help of your teaching and mentoring team.

You were asked to evaluate our organization by someone who respects you and your talents and the strengths you would bring to our organization.

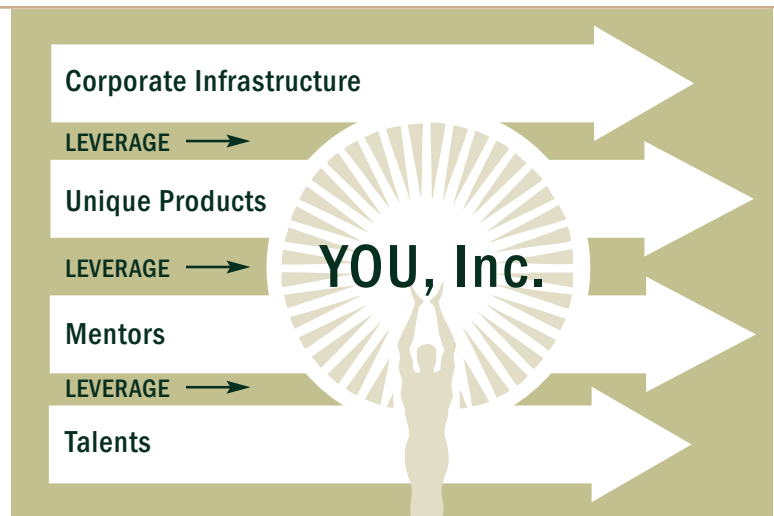
THIS PERSON WANTS YOU TO consider partnering with him or her to expand the Life Force® International organization and create an income stream that would allow you to **create what matters to you** in your life.

YOU, Inc.

Your Life Force International business is structured for your success:

- ⇒ Life Force International has a corporate infrastructure that is designed to enhance your success and maximize your efforts.
- ⇒ They provide unique products that are only available to the public through you as part of an exclusive marketing organization.
- ⇒ You have a team of 3 people to teach and mentor you to success using proven business processes.
- ⇒ You have the privilege of choosing business partners whom you respect and whose talents you recognize.

You also have the privilege of choosing 4 customers you would like to support in achieving and enjoying optimal wellness.



This structure allows you to work with people you respect to create your future in an environment of trust, dignity, honesty and respect. We practice business processes that are based on **extensive research** and **field validation**. We work in a safe and dignified learning environment. You have the opportunity to work with people in an environment that will allow you to create an additional income stream and a future that matters to you. This future allows you to add **lasting value** to the lives of the people you respect and care about.



BENEFIT 1 _____
BENEFIT 2 _____

NEXT: The Next Step



THE NEXT STEP

We want you to have thorough information so that you can make a quality decision.



**We ask you to consider,
what other business
venture offers a
structure to support and
mentor you to success
through investing
3 – 6 hours per week?**

The person who invited you to partner will follow up with you to answer any questions you may have and guide you through the remaining steps of the evaluation process. Ensure that you get all your questions answered, so you know that if you were to partner with us, you can, in fact, realize the two benefits you desire.

Thank you for investing your time to evaluate the Life Force® International organization. We hope that you have arrived at the point where your thoughts are:

"This is a unique and simple business model."

"With the help of the person who invited me and a Strategic Leadership team focused on my success, I could create a Strategic Business Unit."

"I could learn to expand the Life Force International organization, and generate the additional income stream and the two benefits I desire."

> DISCUSS THE 2 BENEFITS you want to create in your life with the person who invited you to partner:

BENEFIT 1 ✓ _____

BENEFIT 2 ✓ _____

We would be honored to have the opportunity to partner with you to do meaningful work in our society, and to help you create a future that matters to you.

Life Force International
Empowering Human Potential

