


# **Self-Made Millionaire, Art Lacoste, Shares His Secret to Success**



Thousands of individuals are joining the ranks of ambitious entrepreneurs who have found an avenue through which to escape the limitations and insecurities of the "job" market. As the network marketing industry has matured, a great number of career professionals are now entering the market. Medical doctors, investment bankers, a variety of "white collar" managers, waitresses, mechanics, and a wide variety of "blue collar" workers are marketing side by side.

A great paradox exists within the industry. On one hand, we have waitresses, physicians, and mechanics earning seven figure incomes, while on the other hand, we have waitresses, physicians, and mechanics that are not even breaking even on their investments in working their businesses. The question, which each network marketer must answer, is what makes the difference between these two segments?

This difference can result in a life of freedom and a luxurious lifestyle or an experience filled with frustration and disappointment. One of the most extensive statistical studies of the network marketing industry found that the number one factor between individuals who succeed and individuals who fail is the type and degree of support and training that they receive.

Art Lacoste has recognized that factor and prides himself on being a successful mentor to network marketers everywhere. For over twenty years, Art has helped tens of thousands of people learn the secrets of financial success through his books. He has written about many subjects, including small business, self-improvement, and real estate investments. He's also a self-made millionaire and

one of the top advertising copywriters in the country.

Art became interested in network marketing because he realized it was the best business opportunity in America for the average person. In just a few years, he rose to become recognized as one of the foremost experts on the industry.

He offers courses on network marketing that are complete, advanced, and insightful works on the subject. However, Art is much more than just a top teacher, trainer and mentor. He is already a seasoned veteran with extensive experience in the field, which has caused him to excel as a sponsor.

Art has aligned himself with one of the industry's most successful gurus, Mike Akins, in order to further his career as a network marketer. Art had his sights set on building his largest organization of networkers ever, so he turned to Mike and an effective network marketing support group, Professional Networkers.

Mike, the president of Professional Networkers, has been rated as one of the top fifty networkers in the world and as the Charles Schwab in the industry. Mike financed the industry's most comprehensive study, which was conducted by an independent

marketing firm. This study has become an important tool in shaping the strategy and support offered by Professional Networkers, which is composed of a full-time staff of 32 professional consultants.

Art Lacoste and Mike Akins have combined their experience, wisdom, and skills to, what many marketing experts agree, are the most effective mentors in the industry. Art's goal is to make his organization the best in the business. His knowledge and strategic concepts have resulted in a number of seasoned professionals, with many years of success in the field, to turn to him for guidance in their business.

Drawing from his extensive advertising and marketing expertise, Art has created some incredibly innovative and effective sponsoring and marketing techniques. But what makes Art stand out as a leader and mentor is more than his knowledge and skills, it is his dedication to helping others succeed. His focus is on helping people build long-term income streams that could last a lifetime. He believes that long-term success can only come from a solid foundation based on forming strong and personal relationships through honesty, integrity, and ethical standards and values.

After carefully researching the industry, Art has selected 4Life™ Research as the network marketing program for him. According to Art, he was attracted by the Transfer Factor™, 4Life™'s flagship product because of its effectiveness and ability to produce results. "Staying on the cutting edge of product development is important to future success," proclaims Art Lacoste.

Another consideration in Art's selection was the balanced pay plan, which allows the part-timer to move into profit quickly, while allowing the experienced marketer to earn huge incomes. Art spends his days using his proven strategies to help others succeed in this industry, and he believes he's found the right program to accompany his methods. "It is very important to me, when I put my reputation on the line, that the company I bring thousands of individuals into is completely secure. I believe in building it right and building it once."



*Art is now assembling his nucleus of networkers around whom he will build his projected 100,000-member organization. Art can be contacted by telephone at 949-721-9465, or you can fax him at 949-721-1203. You can view Art's website at [www.pro-networkers.com/106097.html](http://www.pro-networkers.com/106097.html).*