

Cutting Edge Exclusive

# Success Story



**Miguel Correa**

## **MLM Newbie Makes it Big: Reveals 3 'How-to' Secrets**

by Nicole Planey

Often we hear networkers complain that their upline isn't supporting them as well as they expected. Others they are not succeeding because of poor communication from the company. And others still say that they are not making any money in MLM because they ran out of people to talk to in their warm market. While all of these items are real areas of concern that do need to be addressed in some cases, we've stumbled upon one network marketer who will not let anything get in the way of his success. His name is Miguel Correa, and there are no excuses in his game.

It didn't take long for Miguel to realize that one of the best opportunities in American business lies in network marketing. After moving to Florida from his home in Ecuador just five years ago, Miguel attended school for three years and became involved with an import/export company that marketed perishable products, like live flowers. As the operations manager, Miguel believed it was a great business, but he soon found that there were too many hassles involved with the constant care of perishable items and that working for somebody else could be very frustrating.

For one thing, when you are working with products like live flowers, you have to take great care to ensure that they do not expire. This means long hours and busy days on the telephone, tracking orders and lining up sales for the very next business day. Miguel was tired of pouring his heart and soul into someone else's business, knowing full well that he would not share in the owner's success. He wanted to reap the rewards of his efforts himself, and he knew he would never do that as an operations manager for someone else's company. Determined to find a better lifestyle, Miguel began reading employment and opportunity ads in the newspaper.

He was searching for an opportunity that would offer him unlimited income potential, a more flexible schedule, and the opportunity to manage his own work. A tall order, yes, but Miguel knew what he wanted and wasn't going to settle for anything less. He was an ambitious worker and he was determined to earn what he was worth. Luckily for him, he spotted several network marketing ads in that newspaper he was reading. Initially attracted by the concepts of "residual income and time freedom", he became involved with the industry about one year ago.

Of course, Miguel worked very hard with his new company. He did all the right things, but he wasn't reaching the levels of success he had originally hoped for, at least not very quickly. However, Miguel did not lose faith. He believed in the concept of network marketing—he caught the vision—he knew there was a true opportunity affiliated with this phenomenon. He decided it was just a matter of "getting involved with the right company". For Miguel, the company was 4Life Research, a company with a "very strong training and support system and an unmatched product line". It

was just five months ago that Miguel found the “right company” for him, and already, he is wildly successful as a business builder.

He personally sponsored more than 80 people in five months, and his organization is more than 500 strong. That equates to a \$3,000 monthly check, and of course, this is just the beginning. He is continuously watching his income grow. Miguel’s personal business is still in the building stages; he is still training people and prospecting like crazy, but already, he enjoys many freedoms that he never knew before. Now that he is in business for himself, Miguel has time to go to the beach on weekends, and to play tennis, and to play golf. Moreover, if he wants to take a day off or take a long weekend, he just does it! That’s one of his favorite parts of his new business. He is his own boss, so he calls the shots!

However creating this very successful business foundation was not all fun and games. Miguel put in long hours to get his home business off the ground. In fact, Miguel explains that he “spent the first three months talking to people on the phone for at least 12 hours a day”.

Obviously, communicating with potential customers and prospects effectively is one of the most important parts of Miguel’s business. According to Miguel, the trick is to “talk to people like you’ve known them forever”. They appreciate an honest friendly conversation much more than a straight sales pitch. He builds a rapport with the people he meets on the telephone by listening to them. He finds out what interests them, what their goals are, and what they are looking to accomplish. If their needs and desires correlate well with the 4Life opportunity, Miguel moves forward and helps them get started in his 4Life business!

When you talk to as many prospects as Miguel does each day, it’s important to determine which prospects are worth investing time into. Miguel explains that one of his biggest challenges he faced when starting his new business was “skeptical people”. These people can take a lot of your time, and very often, are not right for the business. How does Miguel deal with this skepticism and keep moving forward? “I don’t take anything personal,” he remarks. “I’m just looking for the right people.” The “right people” are ambitious, determined, and willing to work hard, just like Miguel!

To help him get information out of his prospects, Miguel relies on 4Life’s “excellent support system of 800 numbers, conference calls, and fax on demand documents“. He also uses the services of Professional Networkers, a company developed by Mike Akins, a member of his upline. Miguel attributes a great deal of his success to Professional Networkers. [For more info on these support services, contact Miguel at (954) 420-0309].

These are the many strategies Miguel Correa uses in the real world to build his organization every day, but when asked about his core philosophies, his underlying keys to success, Miguel names three very specific ideas:

- 1) “Believe in yourself.” Miguel knows from experience. Knowing that you can and will create a successful business is half the battle. In order to build an organization like Miguel’s, you must be confident. Never doubt yourself or your company.
- 2) “Declare yourself a leader.” Since the day Miguel joined 4Life Research, he has seen himself as nothing less than a leader in this company. By training new people, maintaining close communication with key players in his downline, and sharing the opportunity with everyone he can, Miguel acts as a leader. If you are going to be successful, you must lead your people to success.
- 3) “Talk to everybody.” Miguel obviously talks to a lot of people. That’s a major key to his success. You can’t expect people to join you unless you share the opportunity with them. Miguel knows that success is partly a numbers game. The more people you talk to, the more customers and business leaders you find. That’s why he even calls people out of the yellow pages sometimes.

Miguel Correa who was admittedly broke when he got involved with 4Life Research, proves that success in network marketing can be achieved in a very short time period as long as you have ambition, determination, and a strong work ethic. He has discovered a truly life-changing opportunity with 4Life, and the best part is that he gets to share it with other people. He’s going to the top, and he’s doing it quickly!

***For more information about 4Life, or to talk to Miguel about his strong business-building techniques, call him at (954) 420-0309. He’ll be happy to show you how to start earning an extra \$500 monthly in just a few short weeks. Call Miguel today!***

## A Typical Day For Miguel Correa

### 9:00-10:00 am

Read motivational and sales literature over a Starbucks coffee and a bagel.

### 10:00-11:00 am

Workout at the gym—listen to motivational and sales tapes on the way. (His favorites are Brian Tracy and Napoleon Hill)

### 11:00-1:00 pm

Take a long lunch and spend time relaxing, reading network marketing magazines (Cutting Edge Opportunities, of course)

### 1:00-11:00 pm

Call distributors to share information and help them build their business. Make prospecting calls and follow up phone calls.