



Mike Akins, 4Life™ Research

Follow The Leader

Network marketing is an industry that is exploding with growth. Individuals from all walks of life are capturing the American dream and the entrepreneurial spirit. The ability of this industry to produce huge residual incomes is like a magnet, attracting millions of individuals into the arena of network marketing. The emerging trends in our economy toward layoffs, due to corporate downsizing, forced early retirements, huge corporate merges, and the rapid concentration of wealth among a minority of investors, has brought about the question, where does “middle America” find real financial security.

Successful veteran network marketers, such as Mike Akins, have laid the foundation for the massive exodus into this robust market. Mike began his career more than 33 years ago at the age of 19. The potential for financial freedom and the opportunity to spend more time with his loved ones were the motivating factors that attracted Mike to this field.

As a child, he grew up in poverty and was surrounded by suffering and death. This early childhood experience became a driving force to break the bonds of poverty and provide something better for his loved ones.

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At the age of 19, Mike was somewhat of an introvert. He stuttered and had a speech impairment. When he spoke in front of a crowd, he perspired so intensely that his hair would stick to his forehead and his shirt would become completely soaked. Once, while he was presenting in front of a large crowd, he knocked over the white board and tripod. He thought that he had blown it, but a young man approached him and shared how inspired he was by the presentation. He stated, “If you can be successful in spite of how clumsy you are, I know I can be successful.”

During the first 8 years of Mike’s network marketing experience, he worked very hard and tried many things that didn’t work. He also found avenues that worked very well. Early in his career, he earned enough income through his network marketing program to purchase a couple of conventional businesses. Mike applied the principles he learned

through his conventional business experience to his network marketing efforts.

He shares his knowledge with others as he takes the responsibility of exposing new prospects to this industry seriously. Mike shares, "When you open up an individual's heart to the hopes and dreams that this industry can offer, you have a sacred responsibility to do all you can do to help them succeed. You can injure a person by destroying their ability to hope and dream." Since that time period, he says he has committed at least 60% of his network marketing income to the support of the individuals he brings into this industry.

That's a large sum of money considering Mike is a self-made millionaire through this industry. But one thing he maintains is that he has not forgotten his roots. Mike shares, "I focus my training and support on the 'grassroots' distributors. This segment of the industry has the highest attrition rate, yet it accounts for 80% of the incomes earned by the 'heavy hitters.' As an experienced marketer, there are two avenues through which to build success. You can achieve success at the expense of the 'grassroots' distributor or you can earn success helping them."

It is obvious that Mike practices what he preaches. He is one of a few leaders in the industry who has hundreds of distributors that have been with him for more than 25 years.

Although his emphasis is on training and supporting "grassroots" distributors, Mike has been very successful in assisting experienced networkers in reaching their potential as well. It has been reported that Mike has assisted

a great number of these leaders in developing substantial, five-figure monthly incomes. Mike is considered the guru's guru or the mentor's mentor and he says, "The best way that I can support experienced leaders is through the support I can provide the members of their organizations."

Today, Mike employs 32 full-time staff members who have been professional

marketers at one time or another. This staff provides a number of support roles to the network marketers in his organization. Mike explains, "My free services allow the experienced networker to do what they do best. We leverage the efforts of the leader. Our strategies have created a very positive scenario of duplication for our experienced networkers."

Mike has completed stage one of his building strategy. In the past 20 months, he has developed in organization in 4Life™ Research, which consists of more than 25,000 members. Based on previous achievements and present strategies, Mike projects that in stage two he will develop a 250,000-member organization. According to industrial authorities, Mike's strategies have assisted him in experiencing one of the lowest attrition rates in the industry.

At the age of 41, Mike took a sabbatical for seven years and lived on residual incomes developed through network marketing. During this period of time, he focused on humanitarian causes, while his staff serviced his downlines. At the age of 48, Mike re-entered the industry in order to pursue his final quest in network marketing. After examining more than 300 programs, Mike selected 4Life™ Research as his final endeavor in this industry. Mike is assembling a special core of leaders as a foundation to this massive endeavor.

One of the primary reasons for selecting 4Life™ Research was its flagship product, Transfer Factor Plus™. As technology has advanced, transfer factor has been progressing through the research process for several decades. There has been more than \$40 million invested into researching transfer factor.

In a recent independent study, Transfer Factor Plus™ was found to be 500% more effective than 196 of the world's most popular

nutrients. Mike believes that Transfer Factor Plus™ will save the lives of thousands of individuals and will become a billion dollar producer.

When he's not working, Mike enjoys

weightlifting, reading the Bible, working in street ministries, spending time with the elderly and with the young who are disadvantaged. He finances a special school for disadvantaged children and a nutritional therapy program for the terminally ill. Mike lives off of less than 10% of his income and "invests" the rest into supporting the members in his organizations and into humanitarian causes.



Mike works along side his wife Bettina. "Only in network marketing could an average guy like me have the opportunity to spend all my time with the one that I

cherish. The majority of laborers spend most



of their lives away from their loved ones. This industry has availed me the chance to discover how precious Bettina is to me," beams Mike. Network marketing is a family affair for Mike as his daughters Angelia and Maria, who are 32 and 26 years of age respectively, work on his staff of Professional Networkers.

Mike has treated network marketing like a serious business over the past 33 years, and by doing so has become one of the top leaders in the industry. He shares his experience with people looking to get a taste of success in network marketing so they can benefit from what worked and didn't work for him along the way. These days, everything he does is working, and it's working well, so he has a lot to share with anyone who has an interest in finding success.

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