

## **III The PN-Connection!**

**( Professional Networkers eNEWSLETTER )**

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Editor: Mike Akins -- Vol. 6 // Issue 2 (Feb '07) -- Co-Editor: Peter Arnold

==> You may want to 'fully open' your screen to read this issue.

### **A hearty WELCOME to The PN-Connection!**

You are receiving this Online eNews communication as a valued 4Life // PN partner, in line with our wish to have more contact with you, and to continually expand our professional services to you, our outstanding Professional Networkers team. It is only through sharing with and caring for each other, that we learn, grow and remain united and strong as a PN Success Team, as we expand on the 4Life mission of ==> "Taking Transfer Factor to the World". PN (Professional Networkers) is here to serve you. We appreciate each and every one of you!

We are also very grateful to Peter Arnold, the co-editor of this e-News. Peter contributes and writes each newsletter, except for the "Editors Corner" found at the end. Peter does a tremendous amount of research to provide us with such an excellent and extensive newsletter. --- Angelia / PN

**Note:** *PN-Connection* is an **electronic** eNewsletter. From time to time, some of the links below may NOT be **live**. ALL **PAST ISSUES** can be found in the **Library** (upper right - scroll down) - [www.ProfessionalNetworkers.com](http://www.ProfessionalNetworkers.com)

**2007 => To be Another Record Year for 4Life** - "Sales and recruiting are at all-time highs - people around the world are becoming more familiar with the benefits of 4Life Transfer Factor - and our opportunity to serve others has increased through our Foundation 4Life. I hope you take advantage of this ideal time to re-commit yourself to things that are important to you. Revitalize your vision and passion. Empower your mindset and identify new solutions to your greatest business challenges. Keep your business evolving and progressing, and you will live your dreams." -- Steven Tew / President / 4Life Research

**Transfer Factors => 1-Min 'Elevator Speech' Explanation** - Here's a great way to give a quick but powerful explanation of TF => <http://www.ProfessionalNetworkers.com/forum/viewtopic.php?t=3694>

**4Life => Convention // Elevation '07** - Learn all about the CHALLENGE - from Feb 1 to Jun 30 -for our **e07** Convention! => [http://www.4Life.com/us/pdf/flyers/US\\_e07flyer.pdf](http://www.4Life.com/us/pdf/flyers/US_e07flyer.pdf)

**New! PN Conference Call Pho No! => 641-793-7000**

[ Same Pin: 484943 # ]

**ALL** of our Conference Calls will use the same number.

Monday 9PM ET - Interactive Conference Call

Monday 10PM ET - How to Get Started Conference Call

Tuesday 9PM ET - Interactive Conference Call

**Wednesday 9:30PM ET - Mike Akins' Training Conference Call**

Thursday 9PM ET - Interactive Conference Call

Saturday 2PM ET - Interactive Conference Call

**IIII In This Issue:**

- ==> 4Life // PN Update Info
- ==> Marketing // Biz Building Ideas
- ==> Leadership // Personal Growth
- ==> Motivation // Inspiration
- ==> Bits & Pieces
- ==> Financial & Estate Planning Info // Tips
- ==> Feature // Guest Article
- ==> Health // Fitness Tips
- ==> Editor's Corner



**IIII 4L // PN Update Info:**

**4Life® e-News // Great Escape:**

=> <http://myweb.4life.com/enews/4life.html>.

=> <http://myweb.4-life.com/enews/4life2.html>

**PRODUCT & BUSINESS Training Call Directory**

**Leader in You Call** (Director of Field Development, Nathan Larsen)

Tuesday, 9:00 pm ET  
1-877-678-5433, PIN: 8232443  
Replay lines (Available 24/7)  
1-973-854-4590 (International)  
1-888-201-3449 (USA)

**4Life Product Training Call**

Every Thursday, 8:00 pm ET  
1-678-460-1873, PIN: 810483 #

**Veterinarian's Call**

1st & 3rd Thursday, 9:30 pm ET  
1-678-460-1873 PIN: 799292

**24-Hour HOTLINE Messages (toll free)**

Transfer Factor Hotline, Dr. Robertson (2min)	1-866-315-4001
Transfer Factor Hotline, Dr. Robertson(detailed)	1-866-315-4002
4Life Transfer Factor Hotline (Español)	1-866-315-4003

Veterinary Hotline	1-866-315-4004
Business Opportunity Hotline, Ray Meurer	1-866-315-4006
Great Escape Winners Hotline	1-866-315-4007

**PN** - Business Opportunity Pre-Recorded Messages => 1-512-404-2368

**PN - COMING!** ==> RIO-VIDA BOOKLET (Full Color, Glossy Cover - on Biz Opportunity!)



**IIII Marketing // Biz Building Ideas:**

**))) - The Secret to Approaching Prospects!**

( Randy Gage - [www.RandyGage.com](http://www.RandyGage.com) )

Click HERE => [http://www.NetworkMarketingTimes.com/artman/publish/article\\_70.shtml](http://www.NetworkMarketingTimes.com/artman/publish/article_70.shtml)



**))) Next issue of The PN-Connection! - On or about 15 Mar / 07 => be watching for it!**

**))) 24-Hour Toll-Free TF Hotline Messages**

Dr. Robertson on TF (2 min)  
==> 1-866-315-4001

Full TF Message (8 min)  
==> 1-866-315-4002



**IIII Leadership // Personal Growth:**

**))) - 7 Ways to Build TRUST as a Leader**

( Kevin Eikenberry - [www.KevinEikenberry.com/](http://www.KevinEikenberry.com/) )

Click HERE => [http://KevinEikenberry.com/articles/7\\_ways\\_build\\_trust\\_leader.asp](http://KevinEikenberry.com/articles/7_ways_build_trust_leader.asp)



**IIII Motivation // Inspiration**

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**))) - Inspiration and Purpose**

( Dr. Wayne Dyer - [www.DrWayneDyer.com/](http://www.DrWayneDyer.com/) )

Click HERE => <http://www.DrWayneDyer.com/articles/purpose.php>



**IIII Bits & Pieces / Freebies:**

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**))) - Resources & Tools (FREE)**

Find the Emotional Value (EV) of your URL / Headline => <http://findv.com/x.php?xg>

Find the Marketing Value (MV) of your URL => <http://www.PremiumDomain.com/>



**IIII Financial & Estate Planning Info || TIPS:**

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**))) - 10 Steps to Financial Health**

( Sheila Freeman - <http://www.SheilaFreemanConsulting.biz/> )

Click HERE => <http://www.SheilaFreemanConsulting.biz/money-articles/financial-health.htm>



**IIII Feature || Guest Article:**

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**))) - Great ARTICLES by Jim Rohn - Take your Pick!**

( [www.JimRohn.com](http://www.JimRohn.com) )

Click HERE => <http://www.JimRohn.com/articles.asp>



**IIII Health | Fitness Tips:**

## ))) - **Negative Emotions can be Deadly to Your HEALTH**

( [www.Global-Fitness.com](http://www.Global-Fitness.com) )

### **Fit Tip**

#### **Limit Trans Fat!**



What do bread, crackers, cereal, macaroni & cheese, frozen pizza, donuts, and cookies have in common? Besides being at the top of the list of many kids' favorite foods, they are all possible sources of **TRANS FATS**. Trans fats are oils that have been chemically-altered (through a process called hydrogenation) from their original liquid states, into solid shortening. The process increases the shelf life of the oil and improves the texture of the food to which the oil is added. Many manufacturers add it to their products for these reasons.

However, when you add those foods to your grocery cart, you're increasing your risk of heart disease (and your kid's too), because trans fats are artery-clogging professionals. They carry cholesterol to the arteries, drop it off, and go looking for more. A Harvard Medical School study of 80,000 women found that a 2% increase in trans fat consumption increased a woman's risk of heart disease by 93%.

But you can still have your cake, eat it, and have a healthy heart too. Just avoid products that list "partially-hydrogenated" vegetable oil or shortening as an ingredient.



### **IIII Editor's Corner:**



( Mike Akins - 4Life Gold International // Founder, PN )

## ))) - **More Success TIPS for 2007**

### **Success TIP #8**

A successful enrollment is more than sponsoring someone into your business. In order for an enrollment to translate into a viable asset to your goal of developing a nice residual income, you now need to move the individual into action.

Moving your new distributor into action begins with the presentation for enrollment. How you present the opportunity will determine its effect on the new distributor. The presentation should do the following:

1. Should be Believable. When you hype up the presentation beyond reality, the individual may enroll because they want to believe what you are saying and don't want to take a chance of losing out. These motivating factors will not lead to action. The emotion created by fancy talking is lost shortly after the presentation.
2. The Distributor must Have a clear Understanding of the Product. When a prospect responds to bits and pieces of information, they may get excited emotionally but this emotion will not be sustained by fragmented information. You have to connect the dots. They do not need to understand everything about the product. The information you decide to sale them with should be complete within itself. If I decide to promote the product as a modulator, the prospect should completely understand this particular point. Left with a feeling of insecurity, the new distributor will hesitate and not know why.
3. The new Distributor must be able to Clearly see Himself/Herself doing this Business. You must convey a clear vision of exactly how they will begin their journey.
4. Always set up a Strategy Session during the First Presentation. When the new distributor leaves the enrollment meeting, he/she should be focused on the new meeting between the two of you. This conveys a sense of motion or progression.

5. During the Strategy Session, repeat Supportive Information that was shared with your prospect in the presentation meeting. Psychologist says that you only remember or "catch" 20% of what you hear.

6. Ask the new Distributor for Permission to contact them on a Regular Basis. Once you are given permission to touch base on a regular basis, you will not feel so awkward when you do contact them.

7. Set up the Right Mindset between the Two of You in your Strategy Session. Tell the new distributor that you do not see them as a dollar sign or stepping-stone to your success. Yes you need distributors to be successful in order for you to be successful but it doesn't have to be any particular distributor. You will work with them in relationship to their goals and decisions. You respect their decisions and circumstances. Encourage them to take all the time that they need to progress. If they walk, you will walk beside them. If they run, you will run beside them. If they decide to fly, you will fly with them. The idea here is to remove fear and pressure. You will empower your new downline partner through knowledge not pressure. Fear and pressure will short-circuit them and retard their growth.

8. Every few Days, Check with Them. Don't ask them how they are doing. When you touch base share bits and pieces of information. Share a testimony or a support factor. Always be encouraging and help them to feel ok about what is going on with them.

9. Identify with Them. Let's say it is now two weeks and nothing has happened. You say, "John when I had been involved for a couple weeks I began to feel awkward that maybe I wasn't moving fast enough or maybe was disappointing my sponsor. John don't be concerned about this. There is plenty of time to make this work for you. Take your time and work it in, as it is best for you and your circumstances. There is not right or wrong speed."

10. Be ready to Solve Challenges. Unsolved challenges will paralyze a new distributor. Go upline or come to Professional Networkers. Remove obstacles through truth and knowledge.

**Success TIP #7** => <http://www.ProfessionalNetworkers.com/forum/viewtopic.php?t=3473>

**Success TIP #6** => <http://www.ProfessionalNetworkers.com/forum/viewtopic.php?t=3353>

[ **Success TIPS #1 to 5** => See *The PN-Connection* / Jan '07 ]

Be blessed. Mike

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**How You Live Today** (Click Each Slide) => [www.PocketMentor.co.uk:80/movies/live.htm](http://www.PocketMentor.co.uk:80/movies/live.htm)

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**PROFESSIONAL NETWORKERS** is totally committed to maintaining high professional standards, and to bringing value and exceptional support to its quality family of distributors. It is dedicated to on-going education and training of its partners - to coaching in financial, business and life success strategies - to partnering with them in the building of successful 4Life businesses - and to celebrating with them in the achievement of excellence - of success - of leadership - and of the pursuit of their full potential.

But first we believe a higher purpose is in the need to nurish each other's spirit with caring friendships, mutual respect, fellowship, and some fun along the way.

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The articles and information in this eNewsletter are provided as a general source of information, and are obtained from various sources believed to be true and dependable at the time of publication. However, accuracy of content cannot be guaranteed. Not all the information contained in this newsletter applies to each country that we have distributors in.

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Here's to health, success, happiness and peace in your life.

THANK YOU for being a valued partner on our great Professional Networkers Team!

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