

III The PN-Connection!

(Professional Networkers eNEWSLETTER)

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==> 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. --- Angela / 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

It's Now 2007...

Let's Build a Successful Business -

one that Makes a Difference in the World -

one that is aligned with our higher path, both in terms of helping others and personal fulfillment.

4Life => Looking Forward to a Winning New Year! - With the launch of 4Life's exclusive **MARKETING TOOL** in February and March / 07, the company is expected to catapult into an extraordinary year of success. Read the corporate announcement -->
<http://www.4life.com/NewsMedia.aspx#bottom> !

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

[Same Pin: 484943 #]

ALL of our Conference Calls will use the same number.

Also, we will be adding new Interactive Calls to our schedule.

Monday 9PM ET - Interactive Conference Call

Monday 10PM ET - How to Get Started Conference Call

Tuesday 9PM ET - Interactive Conference Call

Wednesday 2PM ET - Interactive Conference Call

Wednesday 8:30PM ET - Interactive Conference Call

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

Thursday 9PM ET - Interactive Conference Call

Friday 2PM ET - Interactive Conference Call

Saturday 2PM ET - Interactive Conference Call

Professional Networkers Co-op for Success From Home Magazine Campaign!

There are a few shares left for the co-op advertising campaign involving the Success From Home magazine. I am sure all of you have heard about 4Life being featured in the Success From Home magazine. This magazine is on most newsstands in the USA. Professional Networkers will have advertising running in over a dozen magazines to take advantage of the massive exposure this campaign will bring.

We had a conference call last night where Mike shared how to take advantage of this campaign. We have the training on CDs for those of you that join the campaign late.

Each share cost \$500. If you can't afford a whole share we will match you up with someone else that is buying a 1/2 share or 1/4 share.

E-mail patricia@professionalnetworkers.com to participate or for more information.

We will use the magazine in our follow-up packets for third party validation. The whole magazine will be featuring 4Life, transfer factor and its leaders. The magazine hits the newsstand between February 1st and 10th. We have advertising running throughout February and March. The magazine cost \$5.95 each but when it is ordered in a bulk of 10,000 issues we can get them for \$3.50. You can order them from us at cost. This should be a very rewarding campaign. I suggest that you get several of these on hand.

Professional Networkers => New Web Conferencing!

Professional Networkers is continually trying to improve the quality of our services and the support tools for everyone in our organization. We invite you to join Professional Networkers (U.S.A.) for a FREE web conference. We will be presenting the 4Life opportunity to you over the Internet, through your computer. This will eliminate the phone charges normally associated with international calling. If you have Internet

access and the ability to play sound through your computer, you should be ready to go. Anyone can join in on the weekly presentation. Currently, the times are featuring the Australia/New Zealand time zones. Our next web conference is scheduled for Saturday, January 27, 2007.

Sydney/Melbourne/Hobart 10:00 a.m.

Adelaide 9:30 a.m.

Brisbane 9:00 a.m.

Perth 8:00 a.m.

Auckland 12:00 p.m

To learn how to register and participate ==>

http://www.professionalnetworkers.com/conference_instructions.htm.

4Life Opportunity => Foundation for a Better Life! - When you choose to partner with 4Life, you have this 6-point opportunity ==> <http://www.4life.com/Opp.aspx> .

4Life => Building PEOPLE - "Whether the CEO of 4Life - or a brand new distributor - it is always worth investing the time to both learn from others, and mentor others. This "transfer factor" can help us become immune to discouragement, frustration, and failure. It also ensures that, at the end of the day, we will have not only built a successful business - but we will find that, together, we have been building people..."

-- 4Life CEO and Co-Founder, David and Bianca Lisonbee

4Life Featured in 'Direct Selling News' - See link below for more information.

Click => <http://www.4life.com/digitalnewsstand/headlinenews/html/4LifeDirectSelling.html>

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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!)

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IIII Marketing // Biz Building Ideas:

))) - Making a PROSPECT List after Exhausting EASY List!

(Tom [Big Al] Schreiter - www.FortuneNow.com)

Click HERE **F'REE eBook!** => <http://www.FortuneNow.com/PDF/ebook1.pdf>



))) Next issue of The PN-Connection! - On or about 15 Feb / 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:

))) - I'm 60, and Compounding

(Dr. John Maxwell - www.Injoy.com)

For 23 years now, since 1983, I've created audio lessons on leadership. Every 10 years, when I hit a milestone age (40, 50, 60), I share my vantage point of life's journey in the hopes it will lend perspective to younger leaders as they mature and grow. See below...

Click HERE => http://www.Injoy.com/newsletters/leadership/content/issues/9_22/default.htm#1



IIII Motivation // Inspiration

))) - Can you Sleep While the Wind Blows?

A lovely little story (Vol on) => <http://www.Hall4bc04.org:80/Storm.htm>



IIII Bits & Pieces / Freebies:

))) - Resources & Tools

Click HERE for Website Submission Tool => <http://www.FreeWebSubmission.com/>

Click HERE for Text Formatting Tool => http://www.BookYourselfSolid.com/format_text_tool.php

Click HERE for PDFs Converted to Word => <http://SmartPDFConverter.com/>



IIII Financial & Estate Planning Info // TIPS:

))) - Personal Finance - Best 100 Money TIPS

Click HERE => <http://www.PersFin.co.za/index.php?fArticleId=360377&fSectionId=596&fSetId=300>



IIII Feature // Guest Article:

))) - Top 10 Stumbling Blocks that Limit Business Growth

(www.PhilipHumbert.com/)

Click HERE => <http://www.PhilipHumbert.com/Articles/10BlockBizGrowth.html>



IIII Health | Fitness Tips:

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

(www.Mercola.com)

Click BELOW...

<http://www.Mercola.com/2007/jan/13/negative-emotions-can-be-deadly-to-your-health.htm>



IIII Editor's Corner:

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

))) - TIPS for 2007

Success TIP #5

One of the most important factors in lasting success is gaining control over the attrition/retention ratio. This ratio not only effects the individual but also effects size of the company's potential success.

The majority of individuals that attrition from a company become a negative source of exposure for the company. Heavy attrition may saturate the market as far as exposure is concerned and effect the overall potential size of the company. An effective product like Transfer Factor can help retention but there are other necessary steps that will help.

You have to work twice as hard if you are constantly losing people. There will always be some attrition because this is simply the dynamics of life in general but it can be minimized through the correct strategy.

Excessive attrition is MLM's mortal enemy. Attrition not only takes its toll on the general pool of average networkers but also causes leaders to become discouraged and attrition out.

First we will examine attrition from the perspective of causations and then what we can do to minimize it.

There are several causes for attrition. The following are a few:

1. There will always be a few "tire kickers" that are searching for a "get rich quick" scam. A legitimate program will lose these individuals. This is unavoidable attrition.

2. The methodology of advertising and presenting the program can create attrition. When you advertise or present the program with unrealistic expectations, you set the respondents up to become prematurely dissatisfied. Exaggerations and hype will drive the growth for a while but will increase attrition in the intermediate and long-term.

3. Products that are not effective create attrition.

4. Products that are not competitive with products that do the same thing cause attrition. Why would you need to know point three and four since we have an effective product? Your distributors need to know this so that they will stick with an effective product. When a networker struggles to build his business or when a customer or a distributor that is a primary product user runs short on funds, they will attrition unless they are connected with the viability of our product.

5. Lack of Contact. There will be distributors for one reason or another will decide not to work the opportunity for one reason or another. Many of these individuals will become primarily product users. The majority of these individuals will lose contact with upline sponsors. When they are not contacted by anyone upline for a matter of several months, they will lose the emotional connection with the product and decide not to order. Periods such as the Christmas holidays or other holidays that require spending money are especially vulnerable.

There are other reasons for attrition but this information will point you in the right direction. What can you do? You can develop marketing strategies that avoid the previously mentioned challenges. Articulate a message that is attractive but doesn't fall into the trap mentioned in #2. . Educate your downline on the realities of #3 and #4. Educate and set up strategies for regular contacts with downline product users and a system for accountability.

Be Blessed. Mike

-- Success TIP **#4** => <http://www.professionalnetworkers.com/forum/viewtopic.php?t=2969>

-- SuccessTIP **#3** => <http://www.professionalnetworkers.com/forum/viewtopic.php?t=2949>

-- Success TIP **#2** => <http://www.professionalnetworkers.com/forum/viewtopic.php?t=2934>

-- Success TIP **#1** => <http://www.professionalnetworkers.com/forum/viewtopic.php?t=2916>

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A Thousand Marbles (Vol on) => www.llerrah.com:80/thousandmarbles.htm



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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