

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

**( Professional Networkers eNEWSLETTER )**

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P.O. Box 977, Hutchinson, KS, 67504 - Phone: (620)669-8506 - Fax: (620)669-9655  
 E-mail: [mike@mikeakins.com](mailto:mike@mikeakins.com) -- Website: [www.ProfessionalNetworkers.com](http://www.ProfessionalNetworkers.com)  
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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. --- 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)

**MIKE AKINS, Founder of PN => What is he Really Like?** - Hi Everyone. There is so much talk about Mike Akins being the world's greatest networker. I will not even go there. I know he is, but that is not the point.

Who IS he, really? I can tell you, because the first time I met Mike and Marsha was at the 2004 convention. I was in 4life for about 2 months, and really nobody to speak of. Another distributor among thousands there with my wife, Mary-Gene.

Why am I telling you this? - because If you are experienced in MLM, you will recognize what I am about to say. If you are, not then it will give you some insight.

I have been in MLM about 16 years, with several companies. There is always one person who is the heavy hitter, the man in front of the room. The one with all the money. If it's a meeting or a regional or a convention, he is the one who shows up in the stretch limo. The first thing he does is tell you how much money he makes, his cars, his mansions. You know the drill. If you are really lucky, your upline tells you he may actually be able to introduce you to him and you can shake his hand before he leaves. What a thrill, right!

Well Mike has more money, more power and a larger group than most heavy hitters. They come to Mike to try and be under him. Yet all you see is a kind, caring minister from the midwest. He lives modestly because his money goes back to help his distributors and his ministries.

We arrived in Salt Lake and met our new family, my support team from PN. We were invited to a reception in Mike's suite. Mike spoke about the people he was helping - the lives he was saving - and there was not a dry eye in the place, including his. He didn't do that to brag. It was only to show us the power of TF to help others - what we had in our hands. Not him. Mary-Gene and I will never forget that.

We had lunch with Mike and Marsha at the food court across the street during the convention, and ate Tacos. We went for a walk back to his hotel with Mike, Marsha and my support team, Chris, Tim, Shayne, Patricia, Rebecca, Naomy, January, Amy. Ginger, Jason and Kelly weren't there at the time. I hope I got everyone. We were one big happy family. We couldn't find Mike for a while, because he went to help a homeless man.

I never heard money or material things mentioned. What was mentioned was a lot about helping me and what I needed to build my business. I received everything I needed, and more, from Mike and PN - and from Dick Helgeland and Dr. Magnus, who are always there for me. I owe my success to all of them - and it's not just me. I don't know how they stretch themselves so thin, but everyone gets the help and support they need, no matter what their rank.

Since then, I have been working very closely with Mike, and my respect for him just grows. Oh, I don't want to forget his knowledge of health, science, TF and the human body. How can one man know so much? I still can't figure that one out.

Ok, that's Mike. Thank you my friend, GOD bless you, Dick, Dr. Magnus and everyone at PN. It's an honor to know all of you. If this sounds a bit mushy then I guess it is, but I am just expressing the feelings of so many people. Mike, I know you don't like praise but some things need to be said. When I am Platinum, and it will happen, but not because of me, because of GOD, you and PN - I want to stay as humble as you are.

Remember, it's not me. I am just a kid from the Bronx who GOD blessed by bringing me to Mike Akins.

Be Blessed everyone, Ed Bernstein

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**Growing Up!** - (Comments just prior to Convention) -- "An elevated life means increased opportunities for happiness, financial independence, and precious time with the ones you love. Anticipation for 4Life's International Convention is generating a wave of renewed excitement and growth throughout the field. Distributors from around the world are eager to elevate their potential for success and support others in their similar quests.

"Through Science, Service, and Success - we're raising the standard for health, and heightening the opportunity for personal fulfillment. I'm looking forward at Convention to the opportunity it gives us to increase the altitude of the human spirit and individual well-being." -- Bruce Redd // 4Life Executive Vice President

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**4Life => Convention // Elevation '07** - <http://www.4Life.com/convention/>  
 (( Sept 19 - 21 // 2007 )) - <http://www.4Life.com/Events.aspx?pmode=4>

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**4Life => Opens New Office in Mexico City!** - <http://tinyurl.com/34r4qu>

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### **IIII In This Issue:**

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



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

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**4Life® e-News** => <http://myweb.4life.com/enews/4life.html>.

**4Life® the Great Escape** => <http://myweb.4-life.com/enews/4life2.html>

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## **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  
 1-877-678-5433, PIN: 810483

### **Veterinarian's Call**

3rd Thursday monthly, 9:30 pm ET  
 1-877-678-5433 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

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## **Professional Networkers Conference Call Directory**

### **Monday -**

PN Interactive Call 9:00 p.m. EST 641-594-7000, PIN: 484943#  
 PN How to Get Started Call 10:00 p.m. EST 641-594-7000, PIN: 484943#

### **Tuesday -**

PN Interactive Call 9:00 p.m. EST 641-594-7000, PIN: 484943#

### **Wednesday -**

Mike Akins Training Call (1st, 2nd, and 3rd Wednesdays monthly) 9:30 p.m. EST 641-594-7000, PIN: 484943#  
 Richard Helgeland Training Call (4th Wednesday monthly) 9:30 p.m. EST 641-594-7000, PIN: 484943#

### **Thursday -**

PN Interactive Call 9:00 p.m. EST 641-594-7000, PIN: 484943#

### **Saturday -**

PN Interactive Call 2:00 p.m. EST 641-594-7000, PIN: 484943#

### **PN - Special Saturday Trainig Call for Australia and Surrounding Area-**

Sydney/Melbourne/Hobart/Brisbane 10:00 a.m.  
 Adelaide 9:30 a.m.  
 Perth/Kuala Lumpur/Singapore/Manila 8:00 a.m.  
 Bangkok/Jakarta 7:00 a.m.  
 Aukland 12:00 noon  
 India 5:30 a.m.

You have the option of just listening to the call or viewing an online PowerPoint presentation and follow along. This presentation is available on our website. We have included information for joining the conference call and viewing the presentation below.

Phone Number: 641-594-7000

Pin Number: 484943#

Click on or copy and paste the link below into the address bar of your browser. (You do not need PowerPoint installed on your computer to view this presentation.)

[http://www.professionallnetworkers.com/opportunity\\_presentation/opportunity\\_presentation.htm](http://www.professionallnetworkers.com/opportunity_presentation/opportunity_presentation.htm)

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

**PN - COMING!** ==> NEW TRAINING MANUAL for PN partners!



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

**))) - MLM - the COOKIE Principle**

( Mark Wieser - [www.MLMSponsoringTips.com](http://www.MLMSponsoringTips.com) )

Click HERE => [www.MLMSponsoringTips.com/hotsheet/hs2reach.html](http://www.MLMSponsoringTips.com/hotsheet/hs2reach.html)



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

**))) - Leadership => the Top 30 GURUS**

Click HERE (takes a min to load) => <http://LeadershipGurus.net/leadershipgurus30.php>



### ***IIII Motivation // Inspiration***

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#### **))) - Listen Up => the ONE Thing you NEED to Hear**

( Barry Goss - <http://ManifestLife.com/> )

Click HERE (scroll down) => [www.MOSweblog.com/](http://www.MOSweblog.com/)



### ***IIIII Bits & Pieces / Freebies:***

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#### **))) - F'REE => Keep your PC Running like NEW**

PC Pitstop's F'ree Optimize scan is easy to use software that will automatically diagnose problems with our PC and give us a custom report detailing issues that are hurting our PC's performance...

Click HERE => <http://PCPitStop.com/store/optimize.asp?AdID=304202>

#### **))) - F'REE => Find the 'Marketing EV' of your Headline / URL**

Click HERE => <http://findv.com/x.php?xg>



### ***IIIII Financial & Estate Planning Info // TIPS:***

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#### **))) - Critical => Moving to the RIGHT side of the Quadrant**

( Robert Kiyosaki - [www.RichDad.com](http://www.RichDad.com) )



Watch VIDEO - Kiyosaki discusses fully, the 'reasons' for us to move to the RIGHT side of the Quadrant - exploring Big Business + Investments. But he also opens the door to how average people can accomplish this - with a good Networking Marketing business as well, run from home, conveniently and privately, to create passive income streams and build wealth. Click BELOW (12-Min Video // Vol on)...

Here => <http://video.google.com/googleplayer.swf?docId=951448792763095841&hl=en>



### ***IIIII Feature // Guest Article:***

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## **))) - What's 'MOST IMPORTANT' in Life?**

( Author Unknown )

**GOLF BALLS** - A professor stood before his Philosophy 101 class and had some items in front of him. When the class began, wordlessly, he picked up a very large and empty mayonnaise jar and proceeded to filling the jar with golf balls. He then asked the students if the jar was full.

They agreed that it was.

**PEBBLES** - So the professor then picked up a box of pebbles and poured them into the jar. He shook the jar lightly. The pebbles, of course, rolled into the open spaces between the golf balls. He then asked the students again if the jar was full.

They again agreed it was.

**SAND** - The professor picked up a box of sand and poured it into the jar. Of course, the sand filled up everything else. He then asked once more if the jar was full.

The students agreed with an unanimous yes!

**BEER** - The professor then produced two cans of beer from under the table and proceeded to pour the entire contents in to the jar effectively filling the empty space between the sand.

The students laughed.

“Now,” the professor said, as the laughter subsided, “I want you to recognize that this jar represents your LIFE...”

The Golf Balls are the important things — your faith, your family, your partner, your health, your children, your friends, your favorite passions — things that if everything else was lost and only they remained, your life would still be full.”

The Pebbles are the other things that matter like your job, your house, your car.

The Sand is everything else — the small stuff!

If you put the sand into the jar first,” he continued, there is no room for the pebbles or the golf balls.

The same goes for your life. If you spend all your time and energy on the small stuff, you will never have room for the things that are important to you.

Pay attention to the things that are critical to your Happiness. Play with your children. Take time to get medical checkups. Take your partner out dancing. Play another 18 holes. There will always be time to go to work, clean the house, give a dinner party and fix the disposal.

Take care of the golf balls first — the things that really matter.

Set your priorities. The rest is just sand.”

One of the students raised her hand and inquired what the Beer represented.

The professor smiled - “I’m glad you asked. It just goes to show you that no matter how full your life may seem, there’s always room for a couple of cans of beer!” :-)

\*\*\*\*\*

There’s a great deal of wisdom in this little story.

It’s SO important to figure out what’s most important in our lives.

Most people major in minors throughout their entire life.

Let’s not let that happen to us.

Let’s remind ourselves often of what’s really worthy of our time and focus.



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



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

### **))) - Sharing TF and Network Marketing More Effectively**

The first step in building a successful MLM organization is to surround you with your core network marketers.

Generally, the first stage of growth is filled with network marketers with experience. Eventually, in order to build a strong and lasting organization, you will have to bring in customers and individuals from the outer markets or individuals new to network marketing.

This is based on the mathematical principle that in 4Life Research you have to at least have five individuals ordering at least as much as you do in order to break even on your basic purchase. For example, if you order 100LP and you place one person on your first level that orders 100LP you will earn \$2. When you place four such individuals who are ordering monthly 100LP you will receive a second level 25% bonus of \$100. Basically you are a break-even point as far as your monthly purchase is concerned.

You cannot escape this formula. Whether you have 10,000 people or 100,000 distributors, the basic percentage applies. If all of these individuals are motivated distributors that will not be satisfied with nothing short of a profit, eventually the distributors at the bottom will drop out and your income will not be residual.

If each distributor has five customers that are not looking for an income, then you secure your business at the bottom of your matrix.

One problem that many networkers face is the term, "network marketing". I hear this over and over again throughout the world - when they ask me => "[is this "network marketing?"](#)" - and I say yes - that run away."

The term chases away potential distributors as well as customers.

While I was traveling throughout India, this issue was on my mind. I thought back to when the term "network marketing" first was used. I remember in Amway, Dexter Yager was addressing this issue. His distributors were complaining that when they used the term "multi level marketing" - people ran away from them.

Dexter came up with the term "network marketing". I ask myself - if we had never used this term, or multi level marketing - what would we call this marketing model?

My answer was => a [Consumer Based Business Model](#) -- or -- [Consumer Based Marketing Model](#).

I used this term when talking to a man in India that had been networking for something like ten years. He didn't recognize that I was talking about "network marketing" until I had shared 2/3's of the program with him. He finally said, "are you talking about "network marketing?" - and I said yes. He got so excited about using this new term - he said he had sworn off MLM but could see himself getting involved again simply because "this term" would make it so much easier to market. Every network marketer that I shared this with overseas got excited.

I suggest that you use this term more often. If you would like to listen to the complete conference call on how to use this term, it is on the membership site - and remember - currently, you don't have to use a password to get into the site.

Also I share on this tape, how to share **TF** more successfully.

If you are beginning your presentation with 'when transfer factors were discovered by Dr. Lawrence' - or that it comes from colostrum - you are starting out "handicapped". When you mention 1949, it sounds like an old idea.

Noni or Xango sounds more up to date.

When you mention in the beginning, that transfer factors come from eggs or colostrum it sounds boring.

Something from a South Sea Island sounds more exotic. Of course later in the presentation, you mention these factors - but not too soon. I cover this on the tape. Also how, to share the wonder of transfer factors without making curing claims or treatment claims is covered.

I suggest that you listen to the two tapes. My staff has transcribed the first tape and is working on the second tape.

Be blessed. Mike

Dare to Believe => <http://www.pocketmentor.co.uk:80/movies/Dare.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.

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.

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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