

# Fernando Rosiles



**A Leader in the Rapidly Growing Spanish Market**

Fernando Rosiles, a father of eight children, has found the freedom in the network marketing industry to spend the quality time with his family that they deserve. Fernando turned to network marketing “so that his family could experience the American dream.”

Beginning his career in 1993, he found it difficult to find a leader who was willing to mentor a “green horn.” Fernando had to learn much of what he knows through trial and error and can relate to the frustrations that new distributors experience. He has not forgotten his roots and invests a great deal of time in personally training new marketers. Fernando eventually became one of the top earners in the first company with which he was associated.

In time, Fernando found that this particular company did not offer the long-term security, which was crucial to achieving his goals in life, so he moved on to another program where he developed the largest organization in the company. Eventually, the company went out of business, adding an important lesson to his understanding of the industry.

Like so many others, he realized the problem were with the company, not the industry. From this experience, Fernando gained a new sense of responsibility to the individuals that he recruited

into network marketing opportunities. He realized that the decision to join a program carried a greater responsibility than just to himself and his loved ones, but extended to all of the individuals that would join his future organization.

Fernando’s next adventure took him to Mexico. He was instrumental in introducing Enrich International to Mexico. Fernando traveled and conducted training seminars extensively throughout Mexico and, along with his business partner, was responsible for developing the largest organization in that country. Again, he was not able to fully express his potential nor achieve what he knew deep within his heart he was capable of achieving. There was a dimension missing in his “marketing portfolio.”

Plateaued in his career, Fernando took a sabbatical from network marketing to evaluate where he had come from and what it would require to finally achieve his dreams in this industry. After a period of self-evaluation and an intensive study of the market, Fernando developed a clear vision of what it would require to reach his goals. He realized that in order to achieve his dreams and full potential in this industry, he would have to find the right mentor, someone who was a step further along in the avenue of success. After an extensive search, Fernando found this mentor in

Mike Akins, who has 32 years of successful experience in network marketing.

Selecting a company that provided both security and maximum opportunity was part of Fernando's master plan for success. This company would have to provide visionary leadership, ironclad security, an exceptional flagship product, and a compensation program that balances its rewards between the "grassroots" distributor and the leaders who provide effective strategy and direction. Fernando believes that he has found this program with 4Life™ Research, based in Provo, Utah. David Lisonbee, the co-founder of 4Life™, was with Nature's Sunshine in the 70's and in the early 80's co-founded Enrich International. As the CEO, he lead it to be a \$100 million company. "Everything that David has touched in the past 25 years has turned to gold," Fernando passionately shares. "With David's experience, visionary leadership, and financial backing, 4Life™ Research is destined to be a giant in the industry.

Selecting a program with a proprietary-impact product was another important factor in Rosiles' criteria. 4Life™ scored a "home run" here. 4Life's™ flagship product, Transfer Factor Plus™, recently was tested by the world renowned independent researcher, Dr. Darryl See. In 1997, Dr. See was involved in a study of the top 196 nutrients in the world. The results of this study were printed in the JANA. The number one nutrient in this study increased the natural killer activity by 48%. Transfer Factor Plus™ increased natural killer cell activity by 250%, five times more effective than any known nutrient and more effective than any known drug. Natural killer cells are the immune system's defense against cancer and dangerous viruses. With 1,200,000 new cases of cancer last year alone and

with 538,000 people dying of cancer last year, this is a major discovery. With the appearance of new mutated germs that are resistant to antibiotics, a nutrient with the potential to affect our immune system as Transfer Factor Plus™ is welcomed.

A very important factor in Fernando's criteria was finding an upline support group that could assist him in providing effective support to his organization. Building a successful, long-term residual income requires effective support systems and marketing tools. Systems that not only assist the distributors in recruiting but also in nurturing a downline. Fernando found this support group in Professional Networkers. With a staff of 32 professional consultants backing his efforts, Fernando believes he is now ready to achieve his full potential growth. "I care and work very hard for the individuals who join my organization. They couldn't have a better sponsor," according to Mr. Rosiles. "I am now developing my foundation of leaders and marketers. I am astounded at the growth that I have already experienced. I am so excited that now I can provide products and an opportunity that will literally change thousands of lives. I thank God every day that I found so many success factors in one place."

Cutting Edge Media salutes leaders such as Mr. Rosiles for the heartfelt professionalism he brings to this industry.

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